

Sierra Madre News

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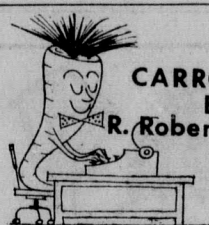
\$5.00 Yearly — 10c Per Copy Phone 355-3324

Sierra Madre, California — Thursday, January 23, 1964

14 Pages — Vol. 57, No. 12



PICTURED ARE A FEW of the 40 community service minded young people from Pasadena High School's Letterman's Club and Aurora Club, who volunteered their Saturday morning time to swarm over the Sierra Madre Cemetery, and do a real bang-up job of weed clearing. The group worked four hours with rakes, hoes and wheelbarrows then adjourned to the home of Mr. and Mrs. Carl Brand where the directors of the Association had prepared a hamburger cook-out for the young people.



CARROT TOP
By
R. Robert Evans

All this cigarette talk has gotten me scared plum-to-death . . . take for instance what the man said the other day on television . . . every cigarette you smoke cost you 14 seconds of your life.

—CT—

This not only started me to thinking . . . but it certainly started me to figuring . . . and as the old saying goes . . . liars sure can figure . . . but figures do not lie.

—CT—

If these figures are correct I have been losing about 215 days of my life for the past 45 years.

—CT—

Now here is where it gets me where it hurts . . . If I would have been going to live until I was 78 years old, I would have passed away on January 17.

—CT—

If I was going to live to be an even hundred years old, I will die January 31, 1973 . . . but the disturbing fact, and maybe one that at last I have found out what in the world is the matter with me is . . .

—CT—

If I was going to die at the age of 60, and being the cigarette smoker that I am . . . then I have been dead for the past 15 years and even my best friends haven't told me.

—CT—

Anyway I suppose that most of us will keep right on puffing on the weeds, and do as the experimental experts say, try our best to keep the younger generation away from the dangers of cigarette smoking . . . I know my father and mother tried their best to give me the word, but I was much smarter than they were and I soon got hooked.

—CT—

Ten million Californians have gotten the word. If they want to drive their cars they have to pay up. It is license plate time, and the deadline is February 4, when nine million nine-hundred and fifty two will rush to the DMV to get their little sticker.

—CT—

The fee scale is wide-ranging. A little Volkswagen requires \$37. A new Rolls-Royce James Young Touring Limousine will set you back \$1038 just for the sticker.

—CT—

There is one compensation for RR owners, however. After the first year the fee drops to \$856, which shows that there are some compensation in the aging process.

—CT—

I wonder if Santa Anita had stayed closed, just what my tags for the T-bird would have cost come 1965 . . . and probably we would have had another 10 cents a gallon tax on petrol . . . Oh well, they are now open and running, bless their little cotton pickin' hearts.

—CT—

Forty per cent of the women in the U.S. are over 40. Women over 40 are constantly turned down by employers on the basis of age. By current reasoning they should be forced to hire 40 per cent of their women employees from this discriminated-against group . . . do I

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SM Cemetery Gets Major Cleaning By Young People

Forty community service-minded young people from Pasadena High School's Letterman's Club and Aurora Club, who volunteered their Saturday morning time to swarm over the Sierra Madre Cemetery, and do a real bang-up job of weed clearing. The group worked four hours with rakes, hoes and wheelbarrows then adjourned to the home of Mr. and Mrs. Carl Brand where the directors of the Association had prepared a hamburger cook-out for the young people.

The offer of assistance came to the directors of the Cemetery Association through Miss Stephanie Turner of Rancho Road, president of the Aurora Club and Roger and Abbe Keith of North Sunnyside, the latter being last semester's vice president of the Pasadena High School Student Body.

After four hours of strenuous hoe, rake and wheelbarrow activity, the group adjourned to the estate of Mr. and Mrs. J. Carl Brand of Orange Grove Avenue where the directors of the association had prepared a hamburger cook-out for the young people. The pool was available for those inclined to swim.

Supervision and guidance in carrying out the project was furnished by Mrs. Anne

Visitor Injured Thursday Evening

Mr. Ernest Eckstein, former Sierra Madrean now living in Santa Ana, spent the day in Sierra Madre calling on old friends. He heard the bells ringing from the Congregational Church tower which told him it was 5 o'clock. His next thought was to buy a loaf of that delicious bread he had missed from the Wistaria Bakery.

As Mr. Eckstein approached the bakery glass-paned door, replaced after the windstorm two days before, he slipped on some litter and fell toward the glass portion of the door—grasping furiously to catch on to something solid—the only available item being this glass door. He cut a portrait of himself out of glass.

Fortunately, two kind shoppers took him to the Sierra Madre Medical Center, 245 W. Sierra Madre Blvd. There he was given treatment for cuts and bruises by his son-in-law, Dr. Norman Johnson. Dr. Johnson took six stitches in his forehead and sent him home to Santa Ana feeling better.

Founded in 1953

Hastings Nursery School Has Open House This Week

The Hastings Ranch Nursery School, located at the corner of Sierra Madre Blvd. and Hastings Ranch Drive, invites its many friends in nursery school classrooms Jan. 23 and 24. This is Nursery Education Week, a time for getting acquainted with nursery school facilities and philosophies.

Director of the school, Mrs. Virginia Miller, and the teaching staff will welcome all visitors in the Hastings Ranch Nursery School office at 3740 Sierra Madre Blvd. any weekday from 9 to 11:30 a.m., and will conduct tours of the school.

The nursery school was founded in 1953 by a group of parents who were interested in providing good nursery school experience for their children. It is a cooperative nursery school, non-sectarian and interracial.

The school is on the

grounds of the Trinity Presbyterian Church and was designed with the present daily nursery education program in mind. It provides large, well-planned areas, both indoors and out, for creative play experiences.

Today, the school is under the direction of a professional staff—a director and teachers specifically trained and experienced in nursery education. In a cooperative school like this, mothers work and learn together with the children, giving them a chance to observe their own child in perspective with the others, and the chance to share with him the learning experience. Policy for the cooperation.

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Parkways to Be Cleaned Up

Planning Comm. Amends Laws for Better Planning

Thursday, Jan. 16, in the Council Chambers the Sierra Madre Planning Commission met in regular session with Chairman Casey calling the meeting to order. All commissioners were present, with Frank Parks representing the City Council.

Before the business of public hearings began, City Administrator Bevington introduced Larry Adams, who will assume the duties of assistant engineer as of Feb. 10. Also Bud Hartman was introduced as the new commissioner replacing Mr. Beaumont, who resigned.

The first item on the agenda under public hearings was the Richter Variance and Subdivision at 500 N. Adams, lots 21 and 22. Richter, also requesting rezoning of same, under number two of the agenda, the Planning Commission felt the rezoning should be heard first.

Participants in the audience stated they did not receive notice of what the rezoning was. Since this was under the Hillside Ordinance, it was moved to postpone the rezoning request until the Variance was heard and acted upon.

After a lengthy discussion with active participation

by neighbors of this area, a vote of 4 to 2 carried to deny this Variance. The rezoning was continued until next meeting of the Planning Commission if the applicant so desired to re-apply.

Section 9440 concerning R-3 uses was amended. Section 1 was left to read as before, to allow family dwellings and duplexes; section 2 was changed to read, all existing structures relating to single dwellings to be brought up to code before any apartment dwelling can be built.

The hour rapidly getting late, the Planning Commission decided to go on to business concerning the people in the audience so they would not be kept so late.

The extension of front yard variance to Buchanan at the northwest corner of Orange Grove and S. Baldwin was granted. The Davey lot split, which was continued from the last meeting, was denied; the applicant has

Spring Dinner Dance Planned

Snetsinger Honorary Mayor Upper Hasting Ranch Ass'n

At a recent meeting of the Upper Hastings Ranch Association, Mr. Robert Snetsinger was elected honorary mayor of Upper Hastings Ranch. He will be assisted by Mrs. Ronald Toms, secretary and Mr. Haworth Bray, treasurer.

Mr. Snetsinger is the father of three children and is an original home owner in Hastings Ranch. He is active in the local YMCA and Cub Scout programs. Committee chairmen were also

picked from the board of directors and are as follows: dance chairman, Mrs. William Morow, block captain chairman, William Shaw; bulletin, William Pursley; publicity, Mrs. William Pursley.

Other members of the board who will receive Christmas assignments later are Mrs. George Fasching, Mrs. Robert Helmann, Mrs. Jon Black, Mrs. Donald Hayward, Mrs. Neal

WEATHER			
	High	Low	Prec.
Jan. 15	71	42	
Jan. 16	71	43	
Jan. 17	68	44	
Jan. 18	60	47	.02
Jan. 19	65	46	
Jan. 20	65	48	2.14
Jan. 21	61	49	1.15
Rainfall to date	7.43"		
Year ago to date	69"		

Senator Kennedy To Address 1500 Democrats



United States Senator Edward M. Kennedy of Massachusetts will address Democratic leaders from throughout California at a meeting of the Executive Committee of the Democratic State Central Committee Saturday, Jan. 25, in Los Angeles.

Democratic State Chairman Eugene L. Wyman said the 31-year-old Senator will speak to 1500 Democrats representing all organizations within the party at a luncheon at 12:30 p.m. in the Bowl of the Biltmore Hotel, 5th and Olive Sts., in Los Angeles.

The Jan. 25 meeting will be the first political session in 1964 involving all of the state's Democratic leaders. Main item on the agenda will include a report on the development of the party's organization for the '64 registration drive and a discussion of the efforts currently being made by the Civil Rights Division, directed by Southern Women's Chairman Mrs. Carmen Warshaw, to advance human rights in California.

At the noon luncheon, Senator Kennedy will make his first major appearance in California since 1960 when he directed his late brother's campaign for the presidency in the Western states.

He was elected to the Senate in 1962 to fill the seat formerly held by John F. Kennedy.

S.M. Civic Club Sponsors Mother's March of Dimes

January 28th is the date marked for the 1964 Mothers' March when Sierra Madre women will join hands with mothers across the country in a door-to-door mercy appeal for the March of Dimes.

Gary Rhodus and Mrs. Richard Jones, local Mothers' March co-chairmen, announced today.

For more than a decade the last Tuesday in January has been a red circled date on kitchen calendars in Sierra Madre homes. That is the night Sierra Madre mothers leave their homes in a momentous march for the March of Dimes.

Sierra Madre children today are protected from the ravages of crippling polio only because of the work of the March of Dimes. Tomorrow's children must be protected too. These are the youngsters who will be born with significant birth defects unless the work of the March of Dimes is permitted to move forward. Added to the number of children who were or will be born with birth defects are those youngsters and adults who suffer from the devastating pain of arthritis. This, too, is a goal of the March of Dimes.

Captains and key marchers who will lead the block-by-block canvass in Sierra Madre were named today by the co-chairmen of the local drive. Assisting them in the

mercy fund appeal will be Mrs. Willard Mescher, Mrs. Richard Barden, Mrs. G. Norman Kennedy, Mrs. Julius Hammerschmitt, Mrs. Robert Bettencourt, Mrs. Frank MacNeil, Mrs. Robert Brown, Mrs. Richard Moore, Mrs. Ray Driemeyer, Mrs. J. B. Tyler and Mrs. Carl Souder.

Marchers participating in the door-by-door appeal will include representatives of the Civic Club, PTA and St. Rita's Guild.

These women have offered their time and labor to Sierra Madre's Mothers' March, but there is still a great need for more volunteers for total coverage of the community on January 28.

"We women can not perform surgery on the youngsters with birth defects, nor can we ease the devastating pain of arthritis victims, but we can help by giving our time to the Mothers' March," the chairmen reminded Sierra Madre mothers.

Volunteers for the January 28 block-by-block appeal are asked to phone Mrs. Rhodus at EL 5-7768 or Mrs. Jones at EL 5-8583.

Babe Ruth Meeting

The Babe Ruth League of Sierra Madre will hold its first meeting of the year, Wednesday, Jan. 29, 8 p.m., at the Youth Hut in Sierra Vista Park, 621 E. Sierra Madre Blvd., Sierra Madre.

The purpose of the meeting will be to outline the Babe Ruth baseball program for the boys, ages 13 thru 15, to discuss needs, and make necessary organizational plans for the boys of Sierra Madre who are interested in playing baseball.

All men interested in youth baseball for the Babe Ruthers are most welcome, and invited to attend this important meeting.

Goldwater

Chapter Meet

The second meeting of the Foothill Chapter of Californians for Goldwater met Monday evening, Jan. 13, at La Casita Park in Pasadena. Attending were members of the chapter and many persons interested in working for nomination and election of Barry Goldwater for President of the United States.

Membership, which was doubled at the meeting, includes persons from Glendale, Tujunga, Pasadena, Montrose, La Canada, Flintridge, Altadena, Monrovia, Alhambra, San Marino, and Sierra Madre.

Reaffirmation of the chapter's goals was given by the president, Jim Kelley of La Crescenta. Reports detailing activities and purposes of specific areas within the chapter were given by the committee chairmen: research and information, Don Jones; publicity, Roger Harway; action, Ted Metz.

Joe Shell will be the featured speaker at the third meeting to be held Friday evening, Feb. 7. The place of the meeting will be announced at a later date.

Land Offered In County Tax Public Auction

Approximately 300 parcels of Los Angeles County properties will again go under the hammer for unpaid taxes this year.

The improved and unimproved properties are to be sold at public auction by the County Tax Collector beginning at 10 a.m., Feb. 24.

Legal advertising affecting the parcels available in this area will be published by the Sierra Madre News on Jan. 23, 30 and Feb. 6.

The notices as published in this newspaper and 72 others throughout the county will show the parcel number and legal description of the properties being offered for sale.

A business and realty newspaper, the Journal of Commerce and Independent Review, publishes a complete listing of all county-wide tax sale properties, showing street address, lot sizes and assessed values.

Information concerning the complete listing can be obtained by calling or writing the Independent Review, 220 W. 1st St., Los Angeles 12, Madison 4-3111.

Established Roess Market in 1938

Fred C. Roess Celebrates

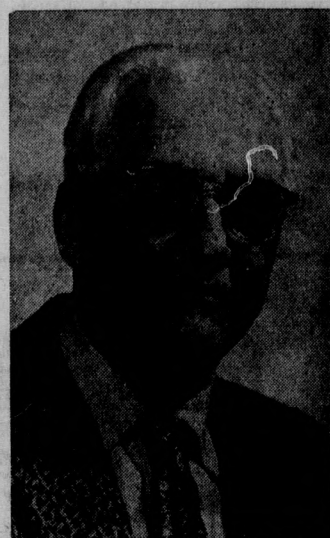
80th Birthday With Festivities

A birthday celebration was enjoyed with a decorated cake and candles at Roess Market Wednesday, Jan. 15, in honor of Frederick C. Roess who celebrated his 80th birthday anniversary. All employees, friends and relatives joined in the gala fiesta in son David's office, wishing him many happy returns of the day.

During the day, out-of-town guests were his daughter, Mrs. Ray O'Elshlager and son, Ken; granddaughter, Nancy Sharpless; great-granddaughter, Sheryl Anne Sharpless; Mrs. Gordon Blanke and daughter and two grandchildren from Whittier. An old school chum of 70 years ago, Frank Crowther, telephoned from Oil City, Pa., to wish him a happy birthday.

The birthday fiesta extended on into the evening hours. Mr. and Mrs. Henry A. Roeder, 3815 Canfield Road, Hastings Ranch, took Mr. and Mrs. Roess to the Seafood Tavern for dinner. They were the featured attraction of the evening, having a cake served and being photographed at La Polaroid.

The party concluded with the Henry Flaths, neighbors at 367 N. Lima, stopping in to wish many more birthdays.



Frederick C. Roess

Installation At Trinity Presbyterian

Travilla Fashions At Mt. Alverno Fashion Show

The Rev. Frederick C. Patterson Jr., Minister of Christian Education at Trinity Presbyterian Church in Hastings Ranch, will be formally installed in that staff position at the morning worship services Sunday, Jan. 26. Mr. Patterson actually began his work with Trinity the first of October, 1963, but the installation was delayed pending his transfer from the Presbytery of Southwest Iowa to the Presbytery of Los Angeles.

The installation is to take place at the order of the Presbytery, and the Rev. Donald H. Ostrander, pastor of Trinity, will preside for the Moderator of Presbytery. The Rev. William French, staff member of the Los Angeles Presbytery, and former colleague of Mr. Patterson in Iowa, will charge the new

Travilla Fashions At Mt. Alverno Fashion Show

It's a gay, gay, gay, gay world! Fashion world this is, and the internationally known couturier, Travilla, will make every woman feel that way when he presents his fabulous spring collection in the gay Mardi Gras atmosphere created by the Mt. Alverno Guild at their February 4th Fashion Show luncheon.

Travilla, newest and brightest star in the nation's couture firmament, has an extraordinary varied background. His six years as a top designer at Warner Brothers, followed by seven years at 20th Century-Fox, resulted in a reputation for individuality and elegance appreciated by nearly every big star in Hollywood.

The Vinnese Room of the Huntington Sheraton Hotel in Pasadena, where the fashion show luncheon will be held, will be transfixed into a veritable New Orleans.

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MRS. EARL P. SNYDER holds the New Orleans poster for approval from Mrs. Edmund Smith, Mrs. Manuel de la Torre and Mrs. James Burke for the gay Mardi Gras atmosphere that will be created by the Mount Alverno Guild at their February 4 fashion show-luncheon. Travilla will present his collection of spring fashions. This is the Guild's main social event of the year and is always well attended.

Florida Ships 5000 Boxes Per Week

Tropical Fish A Hobby or Profession For Thousands

If you succumb to even the common goldfish, you're hooked!! It's easy to understand the popularity of these colorful tiny fish. For an absolute minimum of care, they

entertain you, relax you, educate you, endlessly fascinate you. Fish can be happy in almost any kind of container: in a bowl to stand on a table or hang on a wall, a brandy snifter, a tall glass cylinder or a standard oblong tank. It may be a glass globe from the five-and-dime or an elaborate, custom-built job, just as long as the conditions of their survival are met: scrupulous cleanliness; water that's a constant 75 degrees; eight to ten hours of light daily, either natural or artificial, but not direct sunlight; no overcrowding and no over-feeding.

Today, only a very few fish fanciers hand-tend their collections. The great majority of aquarists are satisfied to depend upon automatic aerators and filters. The filter and the important pump that generates compressed air to aerate and circulate the water keep your tank clean and fresh, and let you maintain twice the number of fish safely.

In the U.S. tropical fish raising is a \$500 million annual business. Ross Sociolet

of Bradenton, Florida, operates one of the world's largest tropical fish farms, and breeds as many as 2,000 varieties in a single year.

The tropical fish industry was once centered in Germany but it is now worldwide, with Florida the greatest producer. In fact, the largest single item shipped out of Florida by air is tropical fish — an average of 5,000 boxes a week, carrying a total of about a million fish.

Before you know it, you have joined Crown Prince Ahahito, Winston Churchill, Bernard Baruch, Shirley Temple, Gary Moore, and some 20 million or more Americans who collect tropical fish.

Mr. E. Richard Stone, 1245 N. Michillinda, has been transferred from the Alpha Beta Market in Arcadia, where he has worked since 1953 to the Alhambra Alpha Beta Market.

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Blanche E. Cooper Passes Away In San Bernardino

Mrs. Blanche E. Cooper of 6937 Barton St., San Bernardino passed away Jan. 14 at a local hospital.

A native of Iowa she had been a resident of this vicinity the past six months. She is survived by her husband Rev. William R. Cooper, three daughters, Mrs. Wilma Smigelski, Rialto; Esther M. Wyrick, Sierra Madre and Lois A. Stewart, El Salvador, Central America; also two sons, Lyle D. Cooper, Artesia, and Rev. Paul M. Cooper, Honduras, Central America; one sister Rose Michells, Kansas, 21 grandchildren and 12 great grandchildren.

She was a member of the Assembly of God Church. Services will be held Thursday, Jan. 16, at 1:30 p.m. at Trinity Assembly of God Church, Pasadena, with interment in Oakdale Cemetery, Glendora.

Friends who wish may contribute to the Bible Institutes in Honduras and El Salvador in Mrs. Cooper's Memory.

Elementary School Menu

January 27-31, 1964

Monday — Cheese and egg enchiladas, peas, tossed green salad, rosy apple sauce, peanut butter sandwich.

Tuesday — Hamburger, corn, Mexican slaw, diced peaches.

Wednesday — Pizzaburger pie, spinach, carrot sticks, cherry cobbler, bread and butter.

Thursday — Turkey supreme, waldorf salad, chocolate cake, French bread and butter.

Friday — Oven grilled fish, buttered carrots, lettuce salad, orange wedges, whole wheat roll.

Each lunch contains one-third quart of milk and 2 teaspoons of butter. Ala carte items also available.



Crib Crop

Mr. and Mrs. Gary Bottemer, 1280 Hastings Ranch Drive, are proud parents of a son, Terry Jay. Terry Jay was born at St. Luke Hospital on Dec. 30, weighing 7 pounds, 8 ounces. Mrs. Bottemer's parents are Mr. and Mrs. George PeSimoni. Mr. Bottemer's parents are Mr. and Mrs. Bottemer, Pompano Beach, Fla.

Mr. and Mrs. Henry Krol of 111 E. Bonita, Sierra Madre, are happily announcing the birth of their first daughter, Lori Ann Krol. Little Lori Ann, weighing 8 pounds, 2 ounces, became the sister of Andrew, 7 years, and Richard, 5 years, on Jan. 4 at the Arcadia Methodist Hospital.

Lori's maternal grandmother is Mrs. Helen Gladysz and her paternal grandparents are Captain and Mrs. Ellickson.

Edith Head, Academy Award winning costume designer, who is a Delta Zeta, will be commentator for the fashion show, which will feature original California designs, coordinated by June Van Dyke. Another Delta Zeta alumna, Gail Patrick Jackson, will also participate in the program. Sidney Zaid and his orchestra will provide background music.

What is a Bargain? "Ask Trudie" THE PLAZA SHOP Dresses - Sportswear 39 East Montecito Near the Shell station

Social and Club Activities

Delta Zetas Will Hold Benefit Luncheon

The romance of "Vieux Carre in New Orleans" will prevail on Saturday, Feb. 1 at 12 o'clock when Delta Zetas of the Southern California Council stage their annual Flame Fantasy.

Now known nationwide, the luncheon and fashion show benefits the Uni-Betic Camp for diabetic children, sponsored by the Los Angeles Metabolic Clinic, a non profit organization.

Mrs. Donald T. Handy of Brentwood is general benefit chairman.

To carry out the romantic motif, a scene of the old French Quarter will be arranged, bringing to life the vibrant past of the city. Wrought iron grillwork, a Bourbon Street jazz band and a cafe setting will contribute to the atmosphere of the Vieux Carre. Luncheon tables will be centered with dolls dressed in ante bellum gowns in various shades of pink and magenta.

Following Mass, luncheon was served to members of the family and close friends at a restaurant in Kansas City. From 4 to 7 p.m. a reception in the family home, attended by more than 250 people, honored the couple.

Among those attending were Father Isidore, C.P., formerly retreat master at Mater Dolorosa, Sierra Madre, and now of Warrenton, Missouri, and Father Roberts, C.P., retreat director at St. Paul, Kansas.

Mr. and Mrs. DePasco are the parents of six children, Anthony, Louis, Nick, Jr., Alphonse, Elizabeth Monahan and Josephine Elting. There are 14 grandchildren and 13 great-grandchildren, all of whom were present.

60th Anniversary Celebrated By Nick De Pasco's

Mr. and Mrs. Anthony P. DePasco, a daughter Kathy, 205 N. Sunnyside, Sierra Madre, returned Jan. 6, after spending more than two weeks in Kansas City, Missouri, where they went by jet for the holidays and to celebrate the 60th wedding anniversary of Mr. DePasco's parents, Mr. and Mrs. Nick DePasco Sr.

The wedding anniversary was celebrated on Sunday, Jan. 5, with a solemn high Mass at 10 a.m. in Holy Trinity Catholic Church, Kansas City, where Rev. Thomas O'Malley, pastor of St. Rita's Church, Sierra Madre, sang the Mass, assisted by Rev. Matthias J. Knesler, pastor of Holy Trinity Church, and Rev. Edward J. Wagner. Father Knesler preached the sermon and extended the congratulations and good wishes of the parish, and the couple's many friends, to the celebrants. Mr. and Mrs. DePasco then renewed their marriage vows and received the Papal Blessing.

Highlight of the evening will be the award of the "Tree of Fortune" designed by League member Mrs. Octavious Morgan.

This will be the 11th annual benefit given by the Assistance League of Arcadia. Proceeds will benefit the Arcadia League projects of which the major ones are the Toy Loan Center at the Maxson School in El Monte, the Golden Age Club of Arcadia and the Mobile Library at the Arcadia Methodist Hospital.

Assisting Mrs. Godber are the following committee chairmen: Mrs. Horace S. Eldredge, reservations; Mrs. Wayne Morrison and Mrs. James Hastings, program; Mrs. Raymond Godber, grand prize and Mrs. William Knight, publicity.

K. F. Schumacher Announces '63 Retirement

Mr. K. Fritz Schumacher, 81 W. Grand View Ave., Sierra Madre, retired from the Geological Survey, U.S. Department of the Interior, on Dec. 21, 1963, following more than 34 years of service with the Federal Government. He was employed as a hydraulic engineer in the Survey's Water Resources Division, Surface Water Branch.

Special guests invited to the affair are: Mrs. Nola Stark Cavette, dean of women at UCLA; Dr. Lois Jack Swanson, associate dean of students at Long Beach State College; Mrs. Metcalf Schaefer, USC dean of students and Mrs. Garold Leach, national vice president of Delta Zeta in charge of college programs.

The local Flame Fantasy committee includes: Mrs. Richard S. Pepper, Mrs. Martin Thompson, Mrs. Peter J. Sbicca, Mrs. King Karpen, Mrs. Donald H. Van Steenwyk, Mrs. Jay P. Phillips Jr., Mrs. Edmund R. Neil, Mrs. Sterling S. Green and Mrs. Roy Breitweiser.

What is a Bargain? "Ask Trudie" THE PLAZA SHOP Dresses - Sportswear 39 East Montecito Near the Shell station This Sunday

FREE! Rexall SUPER PLENAMINS when you buy our special combination packages

18 Tablets with 72 **FREE 4.79**

36 FREE with 144 **7.95**

72 FREE with 288 **13.90**

ALSO FOR CHILDREN: 4-oz. Jr. LIQUID FREE with 16 oz. **5.95**

36 Jr. TABLETS FREE with 144 **5.49**

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Assist. League Plan Black Tie Dinner Dance

The coveted gold and black invitations to the Arcadia Assistance League's annual Chandler Ball to be held on Saturday, Feb. 15 at the Los Angeles Turf Club at Santa Anita are in the mail.

The black tie dinner dance is an event eagerly looked forward to by Arcadians and once again the beautiful chandeliers and spring floral arrangements in the Chandler room will create the mood of elegance associated with the Chandler Ball. The chandelier theme will be carried out on the covers of the gold and black invitations and programs.

With their husbands, Mrs. R. E. Baum and Mrs. Richard Godber, ball chairman, will greet guests who will gather at 7 p.m. for the social hour. Dinner will be served from 8:30 to 10:30 and guests will dance to the music of Joe Moshay and his orchestra.

Highlight of the evening will be the award of the "Tree of Fortune" designed by League member Mrs. Octavious Morgan.

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Sometimes Charlie Eaton can't look another chicken in the face!

Would you... if you had to cook nine million of them everyday? Actually we don't cook that many and Charlie Eaton doesn't fry them personally. But he could... and has... and would if it meant better quality for you. He'd even face another chicken... to please a customer!



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Colossal -- Stupendous
STOREWIDE
Expansion SALE
STARTING JANUARY 30

We have started to move earth in our tremendous expansion of our store facilities. New departments will be established to make our store one of the most complete toy, patio bicycle and bicycle repair shopping areas in Southern California.

We must also move our tremendous stock to make room for the workmen, and to get ready for the new spring merchandise arriving.

This sale will be a "COUPON" sale that you liked so well last year. These coupons will be like cash on the merchandise they represent. We will have dolls at cost and below cost, patio furniture at a great discount. Wheel goods with discounts that will be beyond your wildest dreams, in fact when the workmen start the construction, we will need space, and we will sell anything that gets in our way, far below its original selling price . . . watch future issues of the NEWS for these tremendous coupon items.

This expansion was made necessary by your fine and outstanding patronage over the past years, and the cost, below cost and near cost prices is our way to say "Thank You" for your support . . . Our new proposed space and expansion will add to your convenience of doing all your toy and patio shopping in Sierra Madre

VALUABLE COUPON

Car & Truck Coupon

THIS COUPON GOOD FOR
On any Truck or Car Priced from
\$6.00 or more. **\$2.00**

THIS COUPON GOOD FOR
On any Truck or Car Priced from
from \$3.00 or more. **\$1.00**

In Addition To Our Already Low, Low Prices
This Coupon Even Includes Tonka

Here is
A Sample
of the
Savings to
Be Had In
Our Many,
Many
Coupons!

140 W. SIERRA MADRE BLVD.
PHONE 355-6641 • SIERRA MADRE

TOY & PATIO VILLAGE

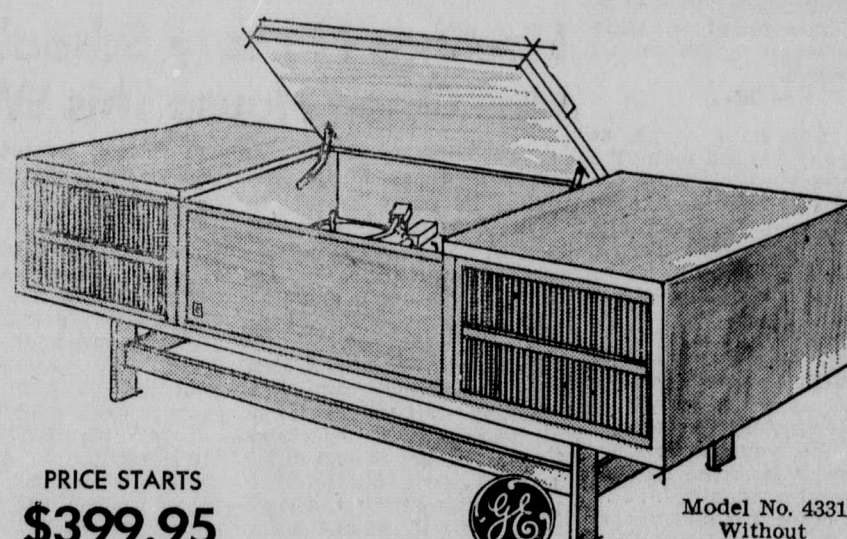
WHERE YOU SELDOM PAY RETAIL

This sale will feature Ames-Aire, Brown & Jordan, patio furniture and Sunmaster umbrellas, in fact our entire stock of 1963 patio and lawn furniture will be on sale at tremendous discounts . . . come in and let's dicker.

OUR POLICY . . .
NOT JUST A FEW SPECIALS, BUT
99% of Our Entire Stock
At Our Low, Low, Low
Reduced Price.

RAMBEAU
Stereo
Sound Center

Offers the ultimate in
G.E. PERMATRONICS
For Those Who
Care For the Best



- TU-300 Transistorized Tune
- G.E. C-200 Ceramic Stereo Cartridge
- Plays 7-inch Tape Reels
- 3-Speed Selection
- Record-Play & Erase Heads
- 2 Ceramic Microphones
- Automatic Shut-Off
- Pilot Light
- Tape-A-Long
- Digital Counter
- 8-Speaker System
- 2-Way Play
- Instant Switch Feature
- Automatic Monitoring
- Fully Enclosed Speaker Chambers
- All Wood Cabinetry
- Easy Selection Controls
- Recording Level Indicators
- 24" High, 72" Wide, 21 5/16" deep

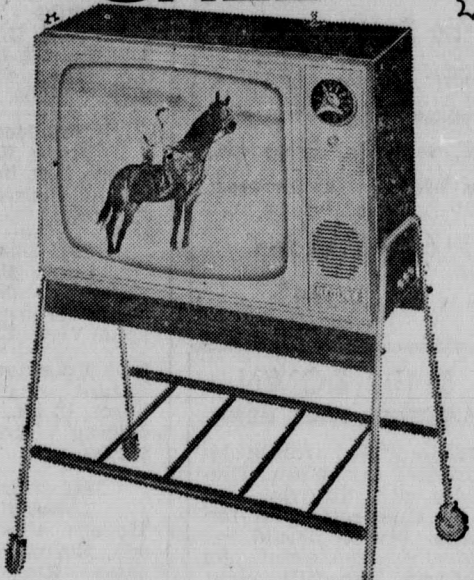
CHOOSE FROM OUR LARGE STOCK AT
LOWEST PRICES IN SOUTHERN CALIFORNIA
6 MONTHS FREE SERVICE POLICY 1 YR. PARTS GUARANTEE

RAMBEAU'S
ANTENNA TV SERVICE
17 W. SIERRA MADRE BLVD. EL 5-1560

RAMBEAU

ZENITH

SALE



Light as a feather, slim, attractive, dependable. This model features room to room portability and 19 inches of sharp picture viewing with static-free fm-tv sound. UHF tuner available at slight extra cost. Light grey or sand.

\$159⁶³

ZENITH



Zenith's remote control Space Command frees viewers from the ups and downs of channel changing and sound adjustments, permitting hours of leisurely viewing. This elegant, super slim 19" portable is the perfect asset to any home, travels easily from room to room. Model 2210-CT317 Base.

\$229⁶³



Set it and forget it! With Zenith's PermaSet, you tune only once. From then on, it's razor-sharp viewing for as long as you like on the world's finest and most dependable tv. This 23" table model is also available with a UHF tuner at a slight extra cost. Model 2705-SW38 Base.

\$199⁶³

Recommends
THE HANDCRAFTED COLOR TV

ZENITH

COLOR

Quality makes the difference



The BRYANT • Model 6141U
Danish Modern Lo-Boy styling in walnut veneers and select hardwood solids.

features **SPACE COMMAND®** remote control TV on VHF channels only
Just press a button on the control unit you hold in your hand to operate your TV from your easy chair

PEOPLE WHO KNOW ZENITH QUALITY WON'T SETTLE FOR LESS THAN ZENITH COLOR TV

Zenith Color Set
Prices start at
\$479.95

Sets include 6 months service policy free
Value
\$60.

Choose From Our Large
Stock At Lowest
Prices In Southern California

RAMBEAU

TV & ANTENNA SERVICE

17 W. SIERRA MADRE BLVD.
SIERRA MADRE EL 5-1560

DAR To Hear Talks By Students Of Foreign Lands

Sierra Madre Chapter, National Society Daughters of the American Revolution, will hear talks by students from Greece, Turkey and Kenya Monday night, Jan. 20, at their monthly meeting in the Park House, 25 S. Hermosa, Sierra Madre.

Mrs. James C. Greer, program chairman, has arranged for Mr. Augustus Turner of Pasadena, advisor of activities to foreign students, who cooperates with both the Rotary Clubs and the YMCA, to bring these students to us. Mr. Turner has had a great deal of experience in foreign lands and speaks many languages. He now gives freely of his services to help all foreign students in adjusting to life in a strange new situation.

Mrs. Gwendolyn Becker, regent of the local chapter, wishes to thank all concerned for the very successful birthday and Christmas party in Dec. Our Good Citizen Girl from Temple City High, Miss Beth Drabowski, and her mother, Mrs. A. C. Drabowski, were introduced by Mrs. A. S. Frey, honor medals chairman, and an explanation given of how this is one of the ways the DAR has of promoting good work in the field of education.

The next State Conference of the State with the state regent, Mrs. Frank R. Mattlach, presiding, will be held at the U. S. Grant Hotel in San Diego on Tuesday, Jan. 21. Miss Robley Backerville will give a survey of the Slavic satellites. Mrs. Dorothy Baumback will take chapter members from Sierra Madre.

Hostesses for the evening are Mrs. Henry Kelley, Mrs. A. S. Myers and Miss Hilda Foster.

Mt. Alverno To Meet January 22nd

The next meeting of Mount Alverno Guild will be Wednesday, Jan. 22, at St. Rita's auditorium, 322 N. Baldwin, Sierra Madre. A salad bar luncheon will be served before the meeting at 12 o'clock noon.

A very interesting and educational program has been arranged through the courtesy of Mrs. Frank Owens, who is a state chairman of the Catholic Daughters of America.

Representatives of the "Citizens for Decent Literature" will be present to show their film entitled "Perseverance for Profit." This will clearly demonstrate the abuses of modern literature. It will reveal the alarming number of improper magazines and periodicals available on the newsstands to adolescents and even to children of grade school age.

These programs are planned with the hope of awakening in all of us the knowledge of the dangers to health and morals within our own community.

Mr. and Mrs. Bernard J. Paradise, 267 Sierra Madre Villa, spent a few weeks touring Seattle, Portland, and Douglas. They returned home and left again for another trip, going to Death Valley. Mr. Paradise worked for Davey Tree Surgery for 20 years.

Senior Citizens Hear Talk On Mountain Trails

The Sierra Madre Senior Citizens' Club met Saturday, Jan. 11. The Rev. Mr. George Lindsay, pastor of the Congregational Church, gave a most interesting talk on "Trails He Had Hiked." He said most people confused the name of the name of the mountains where Sierra Madre is located with the same name, but that they are the San Gabriel Mountains. Also, if hikers would but stay on the trails, they would not get lost. There are new hand tractors being used to build new trails. These mountains stretch clear to Highway 99, then run east and west to about pass in the east and north to the Mohave Desert.

East of Arroyo Seco is Mallard Canyon. There are still old gold mining shafts here. Brown Mountain was named for John Brown of the old song, "John Brown's Body Lies a Mouldering in the Grave." The son's body is buried on a hill nearby. He had homesteaded here. On west is Bear Canyon, then on up to Switzer's, an old resort. Eaton Canyon on east is very rugged. Between Eaton and Mallard, the trail leads up to Echo Mountains. This was the terminus of the old electric incline street car. Now there is a campground on top, where the old resort used to stand.

Bailey Canyon, east of the Monastery, has a zig-zag trail. The Mt. Wilson trail was built to take up lumber and supplies. It is seven miles long and the oldest of the white men's trails.

Mr. Lindsay made the trip up Big Santa Anita Trail to Chantry Flats in the snow.

The members of the Methodist Church have built a camp up Sturdevant. Supplies are brought up by mules and helicopters. To reach the upper Clam Shell Road hikers have to climb on their hands and knees.

The wild life he has seen are bear, foxes, racoons, opossums and coyotes. He has never seen a mountain lion.

On Jan. 25 there will be a Birthday Pie Party, celebrating all the January birthdays.

Mrs. Caldwell just returned from Minneapolis where she celebrated Christmas in 10 degrees below zero weather.

Gamma Tau Will Hold Dinner Meeting

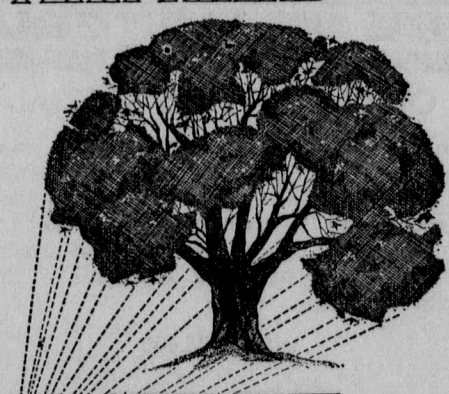
Gamma Tau Chapter of Beta Sigma Phi will be the guests of Xi Alpha Nu Chapter at a dinner visitation meeting on January 22. The dinner will be held at the home of Xi Alpha Nu member Betty Peterson, 7547 West 92nd St., Los Angeles.

Members of Beta Sigma Phi look forward to these annual visitations as an opportunity to become better acquainted with their sisters in other chapters.

Among those attending from the San Gabriel Valley will be Mrs. Lillian Castiglione and Mrs. Dorothy Hill of San Gabriel and Mrs. Annie Aguilar of Sierra Madre.

What Is a Bargain?
"Ask Trudie!"
THE PLAZA SHOP
Dresses - Sportswear
39 East Montecito
Near "Shell"
356-1495

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SAVE NOW

for a financially secure future. Just as mighty oaks start from small acorns, great financial empires start with the first coins saved — and then invested wisely.

4.85%

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Across from J. W. Robinson's Savings insured to \$10,000
Save-by-mail postage-free Ample free adjacent parking
ATLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

Social and Club Activities



MATSON LINES' new SS Lurline sailed on her annual holiday cruise from San Francisco Dec. 20, via Los Angeles to Hawaii. Looking forward to a gala Christmas celebration aboard ship are Mr. and Mrs. Dyke Berry of 660 Chaparral Rd., Sierra Madre (tennis coach). Three additional ports of call will be made after arriving in Honolulu on Dec. 26, Nawiliwili on Kauai, Lahaina on Maui, Hilo on the big island of Hawaii.

With You & Your Neighbor

by Ethel Youde

Mr. and Mrs. Alan Smith, 256 San Gabriel Court, and children Simon (8), Mandy (5), Louise (2), spent the weekend at Laguna Beach. Mrs. Smith's mother, Mrs. Alice Dulsion, 46½ E. Highland, and son Steve (14), also accompanied them on the trip. Mrs. Dulsion is from Yorkshire, England, and has been living in Sierra Madre six months.

Mr. and Mrs. William S. Christian, Jr., and children Betsy (13), Christ (11), Tommy (7), Julie (5), with their toy poodle Brigitte spent a week camping at 29 Palms. It was great fun sleeping out-of-doors in a tent on their acres, says Betty. She was chief water carrier, making trips to town five miles away each day for a new supply. Bill did some target shooting, keeping up his aim to remain a member of the International Trap and Skeet Club.

Mr. Leo E. Blakeman, 144 Vista Circle, spent a week in Chicago at a Swimming Pool Convention. Mrs. Blakeman says he will be returning to sunny California this week without his snow shoes.

Mrs. Bill Bodor, 533 W. Montecito, reports that their child birth class for expectant mothers has been well attended. Persons attending were Mrs. Vera Drino, Mrs. Helen Reiterman, Mrs. Willie Simms, Mrs. Teresa Quinean, Mrs. Elizabeth Southerland, and Mrs. Patricia Young. The class is still open — please call EL 5-7661 of interested.

Elisheva Club Theater Party Jan. 29th

Elisheva Club of Pioneer Women will sponsor a theater party for the play "Each Had Six Wings" at the University of Judaism, 6525 Sunset Blvd., on Wednesday evening, Jan. 29. Presented in English by the Fine Arts department of the university, the play enjoyed a long run in Jerusalem. Internationally known choreographer and director Benjamin Zemach has set the play in a realistic but poetic and imaginative frame. The story deals with immigrants from Europe and their adjustment to life in Israel, where each character strives to find a workable identity.

Residents of Sierra Madre and neighboring communities may obtain tickets from Mrs. Zatinsky or Mrs. Gordon at HI 6-1651 before Jan. 21. Proceeds from the ticket sale will help finance Pioneer Women projects in Israel.

Marquesa Coiffures
DISTINCTIVE HAIRSTYLING
3844 E. FOOTHILL PASADENA
Evenings By Appointment
Call: 792-6411 (Across from Sears)

Calif. Art Show To Be Held March 12-22

Among the early applications for entry to be received at the All California Art Show which will be held in conjunction with the National Orange Show in San Bernardino March 12-22 are those of Ann Adams of 407 Laguna Road, Pasadena, who will submit her modern watercolor "Johnie" and Lee Wexler of 444 Theresa Lane, Sierra Madre, who also has a modern watercolor "I Waved My Arms" to submit for judging.

Mr. and Mrs. Donald Haley and son Timmy (2), 241 N. Baldwin, will sail Feb. 13 for Australia. Mr. Haley's parents are Mr. and Mrs. Richard Swope, 74 Vista Circle.

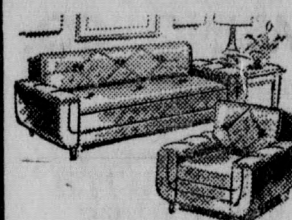
Republican Club Held Meeting At Vasa Temple

Sgt. Roland Montgomery, Narcotic Division of the Los Angeles County, spoke to 30 members of the Foothill Republican Club on January 8, at Vasa Temple, Pasadena. He gave an interesting and stimulating talk — complete with the picturesque jargon of the trade. He stated that the Cahan Decision has handcuffed the police to the extent it takes 50 per cent more time to investigate each case.

The new board was in attendance with the president, Fern Neminski presiding. Other officers for 1964 are: Dick Morse, vice president; Gene Lewis, treasurer; Barry Cox, secretary; Joyce Zuck, membership; Mary Stradling, publicity.

RE-UPHOLSTER

NOW!



SOFA **\$72.50**
ARM CHAIR **\$32.50**

Labor and Materials Included
5-Year Guarantee on Workmanship

We Carry
a Complete Line of
Bedding & Bedroom Sets
Example of Values:
6x7 King Size Box Spring
and Innerspring Mattress
Both for **\$78.99**

Additional Discounts to Apt., Hotel, Motel Owners. Free Estimates! No Obligation! Small Down!

Take up to two years to pay.

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Open Fri. Nites 'til 9

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Starts Monday...
January 27th...
Doors open at 9:00 a. m.

BE EARLY . . . MARK YOUR CALENDAR TODAY!
Savings . . . Surprises . . . Real Values . . .

Specials In Every Department

Shoes Clothing Boys and Girls Sizes
Nursery Items Thru 14 . . .
Infants and Kiddies . . .

The San Gabriel Valley's
Finest Department Store
For Children . . .
youngland
31 W. Sierra Madre Blvd. SIERRA MADRE

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OFTEN

CLASSIFIED ADS

USE
THEM
OFTEN

COPY DEADLINE 2 P.M. TUES.

Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. Classified display, \$1.15 an inch; monthly, \$1.05 an inch.

Phone
EL 5-3324



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ORTHOPEDIC WORK OUR SPECIALTY
SHOES REPAIRED WHILE YOU WAIT
WE REFINISH OR DYE SHOES ANY COLOR

RALPH'S SHOE STORE INC.

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SIERRA MADRE PLUMBING CO.

15 Kersting Court
355-7272

LET US HELP YOU WITH PLUMBING TROUBLES

FURNACE & WALL HEATERS
Installed and Repaired
DAY & NIGHT WATER HEATERS
WASTE KING & IN-SINK-ERATOR
DISPOSALS
TOILET SEATS WHITE & COLOR
DISHMASTER SINK & LAVATORY
FAUCETS
Values — Stems & Parts
Galvanized Pipe, Fittings — Soil Pipe
Vent Pipe, Flashings
Toilets — Lavatories — Bath Tubs
Gutters & Down Spouts

HELP WANTED

HELP WANTED

Tree Foreman

The City of Sierra Madre invites applications for an experienced Working Tree Foreman. Salary: \$472-\$574 depending upon qualifications.

Immediate appointment

Apply City Hall, 55 W. Sierra Madre Blvd.
Sierra Madre
ELGIN 5-7135

BABY SITTER WANTED.
12:15 to 5:15 Monday thru
Fri. by Feb. 1. 355-9556.
B:1-16—1-30

INVESTIGATE NOW!

the wonderful world of
Cosmetics! Earn \$2 to \$5
per hr. showing AVON.
SY 3-6044 or HI 6-5788
B:1-23

ONE GIRL, part time for
hand assembly work in
small factory. EL 5-2307
B:1-23tf

FINE PAINTING and DECORATING

EL 5-3378

FOR SALE — MISCELLANEOUS

BABY CRIB w/mattress, like
new. Chrome dinnette
table, both reasonable.
Moving must sell.
EL 5-9717 E:1-9—1-22

BILL DING

THIS
WEEK'S
SPECIAL

STARTS JAN. 27

PEG BOARD

4 x 4

1/8 inch thick

99c ea.

Open All Day Saturday

MYRTLE AVE.

LUMBER Co.

1525 SOUTH MYRTLE AVE.

Monrovia

Phone ELIOTT 8-1851

FOR SALE

Dining set—5 ft. table w/
leaf, custom pads, lge.
hutch, 6 chairs life new
—\$295.

ALSO

Baby scales, coffee table,
2 bed frames, 3 floor
lamps, T.V. (27" Magna-
vox) Magnavox Hi Fi
console.

355-0615

FACTORY SECONDS—Pick-
led melon rind, preserves,
olives, Ward's Factory, 273
E. Highland. No deliveries.

2 FOR 1 SALE
Fresh stock daily of men's,
women's, children's cloth-
ing and misc. Buy 1 item
at reg. low price, 2nd item
free. Good radios, TV, ap-
pliances, furn. at prices
that will amaze you. Come
in today and save \$\$\$.
Open every night till 9.
VETERANS THRIFT STORE
25 E. Colorado, Pasadena

YES!

WE DO
SPRAY
SHUTTERS

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FOR SALE

ODDS & ENDS
FURNITURE

EL 5-3278

WANTED TO BUY

Attention
Teen-Agers

WANTED (Used)
BARBIE DOLLS

also
Ken, Midge, clothing
and accessories

Call New Home

EL 5-1186

FOR SALE — AUTOMOBILES

'54 CHEVY coupe, stick
shift, R&H. Clean. \$350
cash. "Drafted." EL 5-9523
P:1-23

'62 CHEVY 1/2 ton, 6 cyl.
Fleetside pick-up. Lo-mi.,
xint. cond. 796-8013 week-
ends or after 6. P:1-23

DRESSMAKING

EXPERT ALTERATIONS,
also coats, suits & dresses
made. EL 9-3931
S:11-21tf

SERVICE

SIERRA MADRE TRANSFER
Local and long distance
moving. EL 5-3374

LOST AND FOUND

LOST—Girls teal blue coat
on Highland between
Sunnyside and Baldwin.
Reward. EL 5-2809 or EL 6-1116
G:1-23

FOR RENT

2 BDRM. cottage, small
yard, most utilities pd.
woodsy area. Call —
355-8512 D:1-23tf

ONE BDRM. house furn.
Nice area. Part utilities
paid. Call EL 5-8512
D:1-23tf

SPACIOUS, duplex apt. \$80.
Panoramic view. Children
o.k. SY 6-0241 SY 5-3456
D:1-23tf

UNFURN. or Furn. 1 bdrm.
apt., util. pd. \$90. 225 N.
Lima Apt. 3. EL 5-9762
D:1-9tf

DELUXE furn. 1-bdrm. apt.
All elec., air cond., \$130.
"Laurel View," 80 E. Laurel.
EL 5-8248 after 5 p.m.
D:7-18tf

2 BEDROOM upper apart-
ment. Unfurn. 355-6992
D:1-9—1-23

DELUXE unfurn. 2-bdrm.
All elec., air cond.,
drapes, cpts., \$130. "Laurel
View," 80 E. Laurel.
EL 5-8248 after 5 p.m.
D:7-18tf

STUDIO APT. New 2 bdrm.,
2 bath. Disposal, \$115.
AT 2-3762 after 3 p.m.
D:12-26tf

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THIS WEEK ONLY

1000 BUSINESS CARDS

Blue or Black ink
Simulated engraving

\$3.95

250 ENVELOPES

250 LETTERHEADS

100 SECOND SHEETS

all on white stock

\$12.50

Save \$5.00

The envelopes will be
printed with your name
and address. The letter-
heads with your name
only, second sheet plain.
Blue or black ink. Allow
1 week for delivery.

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The

PRINTING HOUSE

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FOR SALE—REAL ESTATE

CHECK THIS

on

Sierra Meadow

4 Baths, 3 Bdrms.

Beautiful modern ranch
house on professionally
landscaped 100x200 lot.
Beautiful view of 18x38
pool from large 30-ft.
lanai. A real buy at \$49-
500.

Exquisite 2-Bdrms.

13 yr. old beau-contp.
60x150 lot, near Oaks.
2 ba., hwdw flrs., fam.
rm. w/fpl. 16x14 bdrm.
w/ba. Bit-in birch kit.
\$29,950, also, modern 2
bdrms., 2 ba., din.-den
at \$28,500.

ACROSS OAKS

Custom bld. among ex-
pensive homes, exqui-
site 2 bdrm., 2 bath,
family rm., master
suite 16x14, w/ba. and
excess closet space).
All birch kitchen, w/
bit-ins. Wool w/w
carpets & drapes. Built
by owner 4 years ago.
\$29,950.

Ken Smith

SY 2-0123 Realtor

FOR RENT

Wait!

Don't rent an apart-
ment until you have
seen the Townhouse —
170 E. Highland at Mt.
Trail. Finest quality —
1 & 2 bdrms. Unfurn.
(one, bedroom furn.)
with rich nylon carpet,
linen drapes, pvt.
patio. All Medallion
bit-in. kitch., real
soundproofing and pri-
vate, from \$115 & \$135.
Stop by today. (You'll
be glad you did!)

DELUXE 2 bdrm. apts., car-
pets, drapes, bit-ins, A/C,
soundproofed, quiet. Lge.
lovely gardens, patio.
Mariposa Palms Apts. 439
W. Mariposa. Adults. No
pets.

EL 5-7060 EL 5-6942
D:1-16tf

COZY, 2 bdrm. duplex,
unfurnished, completely
fenced. \$95. Utilities pd.
356-1493. D:1-16tf

FURN. one bedroom cottage.
Nice area. Most utilities
paid, \$55 mo. EL 5-8512
D:1-16

FURN. 1 Bdrm. apt. 1/2 block
from town. Quiet. Water
pd. \$65. 60 E. Sierra Ma-
dre Blvd. EL 5-8341
D:1-9tf

LUXURIOUS NEW

SYLVAN

WEST APTS.

1 & 2 Bdrms.

2 bdrm. apt. w/1 1/2 baths;

Carpet & Drapes

Built-Ins — Air Cond.

Heated Pool

Carport plus Parking

Teenagers Welcome

Lease Starting at

\$115 to \$155

51 ESPERANZA

EL 5-2186 Mgr. Apt. M

CHOICE unfurn. 2-B.R. apt. 3
compartment ba., pvt.
deck, etc. Adults. 451 N.
Baldwin D:9-26tf

SMALL cottage, 1 bdrm.,
kitchen, bath, 1 person.
163 N. Grove. EL 5-0237
D:1-2—1-16

UNFURN. 1 bdrm. apt. ex-
cellent Blvd. location. W/
w cpts., pvt. patio, drapes,
gar. disp., bit-ins, refrig.,
fplc. Air/C. \$110. Util. pd.
390 W. Sierra Madre Blvd.
EL 5-7047 EL 5-7023
D:12-12tf

LARGE DELUXE APT.
2 bdrms, 1 bath, built-ins
w/w carpets, drapes, air
cond. lge. heated pool,
close to town, quiet,
serene atmosphere.

32 Esperanza
EL 6-1120
1 Mo. free rent with lease

NEW deluxe unfurn. 1-bdrm.
apt. Cpts., drapes, stove,
refrig., A/cond., swim pool.
469 W. Sierra Madre Blvd.
EL 5-6181 D:10-3tf

FOR SALE—REAL ESTATE

1ST OFFERING

7 yr. old contemporary
3 bedroom, convertible
den, 2 1/2 bath, family
room, w/fireplace, 18x
10 heated lanai, 36x18
pool. Complete built in
birch kitchen, new
w/w carpeting, prof.
decorated. Sewers in
and paid for. North-
west newer area.
Walk to Mt. Alverno or
La Salle. \$39,500.

Exquisite 2-Bdrms.

13 yr. old beau-contp.
60x150 lot, near Oaks.
2 ba., hwdw flrs., fam.
rm. w/fpl. 16x14 bdrm.
w/ba. Bit-in birch kit.
\$29,950, also, modern 2
bdrms., 2 ba., din.-den
at \$28,500.

ACROSS OAKS

Custom bld. among ex-
pensive homes, exqui-
site 2 bdrm., 2 bath,
family rm., master
suite 16x14, w/ba. and
excess closet space).
All birch kitchen, w/
bit-ins. Wool w/w
carpets & drapes. Built
by owner 4 years ago.
\$29,950.

Ken Smith

SY 2-0123 Realtor

FOR RENT

Wait!

Don't rent an apart-
ment until you have
seen the Townhouse —
170 E. Highland at Mt.
Trail. Finest quality —
1 & 2 bdrms. Unfurn.
(one, bedroom furn.)
with rich nylon carpet,
linen drapes, pvt.
patio. All Medallion
bit-in. kitch., real
soundproofing and pri-
vate, from \$115 & \$135.
Stop by today. (You'll
be glad you did!)

DELUXE 2 bdrm. apts., car-
pets, drapes, bit-ins, A/C,
soundproofed, quiet. Lge.
lovely gardens, patio.
Mariposa Palms Apts. 439
W. Mariposa. Adults. No
pets.

EL 5-7060 EL 5-6942
D:1-16tf

COZY, 2 bdrm. duplex,
unfurnished, completely
fenced. \$95. Utilities pd.
356-1493. D:1-16tf

FURN. one bedroom cottage.
Nice area. Most utilities
paid, \$55 mo. EL 5-8512
D:1-16

FURN. 1 Bdrm. apt. 1/2 block
from town. Quiet. Water
pd. \$65. 60 E. Sierra Ma-
dre Blvd. EL 5-8341
D:1-9tf

LUXURIOUS NEW

SYLVAN

WEST APTS.

1 & 2 Bdrms.

2 bdrm. apt. w/1 1/2 baths;

Carpet & Drapes

Built-Ins — Air Cond.

Heated Pool

Carport plus Parking

Teenagers Welcome

Lease Starting at

\$115 to \$155

51 ESPERANZA

EL 5-2186 Mgr. Apt. M

CHOICE unfurn. 2-B.R. apt. 3
compartment ba., pvt.
deck, etc. Adults. 451 N.
Baldwin D:9-26tf

SMALL cottage, 1 bdrm.,
kitchen, bath, 1 person.
163 N. Grove. EL 5-0237
D:1-2—1-16

UNFURN. 1 bdrm. apt. ex-
cellent Blvd. location. W/
w cpts., pvt. patio, drapes,
gar. disp., bit-ins, refrig.,
fplc. Air/C. \$110. Util. pd.
390 W. Sierra Madre Blvd.
EL 5-7047 EL 5-7023
D:12-12tf

LARGE DELUXE APT.
2 bdrms, 1 bath, built-ins
w/w carpets, drapes, air
cond. lge. heated pool,
close to town, quiet,
serene atmosphere.

32 Esperanza
EL 6-1120
1 Mo. free rent with lease

NEW deluxe unfurn. 1-bdrm.
apt. Cpts., drapes, stove,
refrig., A/cond., swim pool.
469 W. Sierra Madre Blvd.
EL 5-6181 D:10-3tf

FOR SALE—REAL ESTATE

FAMILY HOME

Central hall plan, 9 year
old, on lge. easy-care lot.
3 bdrm., convert. den, 2
full baths. Asking \$26,500

HANSEN REALTY

SY 8-2059

FIRST OFFERING

2 bdrm. cottage, fire-
place, new interior paint.
Mountain atmosphere on
level hillside lot. Barg-
ain priced at \$8,000!

UNUSUAL

Perfectly charming,
(really different) 7 rm.
home. 3 or 4 bedrooms!
Full din. rm. 13 fireplaces!
2 baths! lots of used
brick — natural tree set-
ting. May NOW be avail-
able at \$36,500! Call for
appt.

HANDY MAN

Reap reward on this very
lovely 3 bdrm. (or 2 and
convert. den) plus lovely
screened lanai or sleep-
ing porch. Spacious kitch.
w/dishwasher, disposal.
Lovely mountain view
from liv. rm. Hw flrs. w/
carpeting. On lovely
well-developed 1/2 acre.
Little decorating will
bring value way up. Ask-
ing \$32,500. Owner anx-
ious. Excel. financing.

LA LONE REALTY

356-1493

EL 5-9929 (24 hr.)

320 W. Sierra Madre Blvd.

ALVERNO & LA SALLE HIGH AREA

Older 2 bedrooms,
small den, modernized
kitchen with brkfst.
area, tile bath. Sep.
dining room, F.A. heat.
Beautiful 74x157 ft. lot,
3 car garage. Con-
nected to sewers.

\$19,500

GOOD S.W. AREA

2 bedrooms and den,
modernized kitchen.
W/w carpeting, sep.
dining. Detached laun-
dry room and work-
shop, car ports. House
sits back on the lot for
privacy. Good plant-
ings.

\$21,500

ST. RITA'S & ASCENSION AREA

Attractive and imma-
culate 3 bedrooms, den,
dining. Low mainte-
nance lot 70x100 with
large patio, carport &
blacktopping in back-
yard. Attached to
sewers, bond paid.

\$22,500

OPEN SUNDAY 1-5

Charming new 4 bdrm. and family rm., 3 baths
Top neighborhood — adjoins Upper Rancho
301 W. ORANGE GROVE, SIERRA MADRE

BUILDER EL 5-7961

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OUR NEW YEARS SPECIAL

Looking for extra rooms? See this delightful
home on wide lot. Stucco with shutters. 2 nice bed-
rooms and den usable as 3rd bedroom. Separate
guest room with 1/2 bath plus large office usable
as 5th bedroom. Cheery screened lanai overlooking
double patio. W/w carpeting & drapes — fireplace
— Hardwood floors.

Asking \$26,500

HANDY MAN NEEDED

Close in, small lot, 2-bdrm. stucco, good roof, fire-
place, hardwood floors, tiled drain, shower over tub,
thermal floor furnace, w/w carpet in living room,
separate big breakfast room, service porch, garage.
Owner leaving, must sell.

Asking \$17,500

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We need new Listings NOW for our
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obligation, we'll be glad to tell you what
your place should bring.

John H. Curtis, Realtor

304 West Sierra Madre Blvd.

EL 5-3433

Evenings EL 5-0996

Classified Ads Republicans Step Up Tempo As Risser Speaks Jan. 30

WORK WANTED

RELIABLE LADY to baby sit day or eve. Own trans. Call EL 5-6900. A:10-26tf

RELIABLE lady will baby sit. Own transportation. Phone 355-0089

A:5-23tf

E. A. GARCIA
Rubbish hauling and Tree Work
For service call EL 5-1716

IRONING done in my home. Reasonable. 111 N. Sunny side. EL 5-3779 A:11-1tf

WANTED
Small Carpentry Jobs
Call Ray Johnson
642 N. Auburn
355-9307

PAINTING
Prices you can afford. M. C. Faulkner. HI 7-5925 A9-12-10-31

WALLS AND WINDOWS WASHED FLOORS WAXED
HERMAN DAVIS
EL 8-7762 A:10-3tf

HANDY MAN, brick, cement work. Inside, outside painting, odds & ends. Hauling. Reas. EL 5-6243 A:1-2

HAULING GARDENING
SY 7-8953

FAST, dependable ironing done in my home. Pick up & delivery. EL 9-3828 A:1-16-2-6

Experienced Roofer
Guaranteed work
Julian LaLone
356-1493
EL 5-9929

EXPERT child care in my home. EL 5-3943 A:1-23

Experienced Executive Secretary
Will do typing or secretarial work in my home.
Weekends or evenings
Have executive IBM typewriter
Pick-up and deliver
355-4482 (eves.)

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10 yrs. House cleaning Window Washing Floor Waxing Wall Washing Complete Janitor Service For Free Estimate Call EL 9-8456

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All Kinds
FIREWOOD
Also Tree Work
HI 6-9289 Mr. Lopez

Mabel E. Martin Passes Away Suddenly at Home
Services were held Tuesday, Jan. 14, for Mabel E. Martin, age 76, who passed away suddenly at her home 46 W. Laurel Ave. on Jan. 10.

Mrs. Martin was a native of Nebraska coming to California at the age of 26 and lived in Sierra Madre 50 years.
Survivors are a sister, Mrs. Sumner Breese, Alta Loma, Calif.; a brother, Newman Benson, Phoenix, Ariz.; a niece, Mrs. William A. Rice, San Marino, and a nephew, Charles C. Montgomery Jr., Burbank. Mrs. Martin's husband, Gaylord J. Martin passed away June 5, 1963.
Interment was held at the Pasadena Mausoleum.

THE TRUTH ABOUT ARTHRITIS PAIN

Doctors know that to absolute cure for arthritis has yet been discovered. However, a method has been developed to ease the minor pain of chronic rheumatoid arthritis, whenever it occurs. Doctors all over the country are recommending this Niagara method. They have seen it bring prompt, effective relief from minor arthritis pain. Get all the facts about this Niagara method many doctors recommend. Mail the coupon for free booklet.

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MILLIONS OF PEOPLE... THOUSANDS OF DOCTORS... have discovered this dynamic new concept of body care. You can get this information FREE.
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Address _____
City _____ Zone _____ State _____

Are we a captive nation? Do our actions in the United Nations show intelligent purpose? What must be the principles of the United States in its international affairs?

Answers to these and others confronting both major parties will be given by the prominent lecturer and former Pasadena educator, J. Ray Risser on Thursday, Jan. 30, at 8 p.m. at the Sierra Madre Park House. This is the third of the series sponsored by the Sierra Madre Republicans. The first speaker, Houston Flournoy, covered state and local government; the second, Dr. Arthur Kemp, dealt with national economics, and this third completes the coverage with international affairs.

Stepping up the tempo of Republican activity as the Presidential campaign becomes imminent, President Jan Maddox announced arrangements are being finalized for establishing a Republican headquarters in Sierra Madre.

Headquarters will be staffed by volunteers from the club (Sierra Madre Republicans) as well as other Republican groups of Sierra Madre and adjacent foothill communities.

Further stimulating united action by various Republican groups of the area, the Sierra Madre Republicans and the Arcadia Young Republicans held the second of continuing series of coordinating sessions with leaders of La Canada, East Pasadena, Monrovia, and Arcadia groups.

Meetings are held at the home of Mr. and Mrs. William Becker of this city and president of Arcadia Young Republicans.

Purpose of the meetings is to coordinate the activities of groups represented in

the selection of meeting dates, sponsorship of speakers, fund-raising, memberships, and precinct worker organization.

For voters wishing to learn more about the history, organization, and purposes of the Republican party, Sierra Madre Republican's Educational Chairman, Mr. James Winslow, announces a second section of the Republican Associates four-series lecture class will be conducted in this area.

Precinct workers are being organized and instructed by Mrs. Mary Tumulty of this city.

Church Elects Council Members

Four new council members were elected to the Bethany Lutheran Church Council at the annual meeting, Sunday, Jan. 19. The new council members are: Mr. David Frank, Mr. Aubrey Overstreet, Mr. Francis Brandon, and Mr. Ernest Kotke. Officers of the council elected were Mr. Harold Hansen, president; Mr. David Frank, vice president; Mrs. Frances Vail, secretary, and Mr. Aubrey Overstreet, financial secretary. Mrs. Irma Starz was appointed as treasurer of the congregation.

On Sunday, Jan. 26, the Sunday school worship service will be held in the sanctuary at 9:30 a.m. The morning worship service Pastor Carlsen preaching on the theme, "Heroes of Faith," basing his sermon on the first 13 verses of the eighth chapter of Matthew.

The Junior Choir will sing at both services, the Senior Choir will sing at the second service.

Workshop Set By Rev. Ankeny

Rev. Harld Ankeny, Minister of Christian Education at Bethany Church, Sierra Madre, will conduct a workshop at the National Mid-Winter Sunday School Convention Jan. 20-30. The convention, to be held at the First Presbyterian Church of San Diego, is sponsored by the National Sunday School Association.

The workshop, entitled "Teaching Christian Ethics in the Sunday School," will deal with ways in which the Sunday School teacher can relate the Biblical teaching of moral conduct to students.

While in San Diego, Rev. Ankeny also will attend a luncheon meeting of the Southern California Directors of Christian Education Association, of which he is secretary-treasurer.

Rev. Ankeny, who has served in his present capacity at Bethany Church some 2½ years, is a graduate of George Fox College in Oregon, and is now attending Fuller Theological Seminary, Pasadena. The church, pastored by Dr. Robert N. Schaper, has a membership of 525, with Sunday School enrollment near 880.

Rev. Ankeny, who previously served as a pastor and an instructor in a private high school, is the father of three children.

Latest Novels In Sierra Madre Public Library

Berry, Don. To Build a Ship. The strange adventure of a group of young men on land off Tillamook Bay in 1850.

Cheever, John. The Wapshot Scandal — more about the Wapshot family who settled in the little village of St. Botolphs in the 17th Century.

Graham, Winston. The Grove of Eagles — a dramatic novel of Elizabeth's England and the Second Spanish Armada.

Hull, Helen. Close Her Pale Blue Eyes — a mystery.

Schaefer, Jack. Monte Walsh — a psychological novel of the West.

Slaughter, Frank G. Upon this Rock — a novel of Simon Peter.

Gifts and Memorials
Arizona — Guide To the Grand Canyon State. In memory of Mr. and Mrs. Stanley Decker.

Muir, John. The Wilderness World of John Muir. In memory of Mrs. Edith Watson.

KIDNEY DANGER SIGNALS
Getting up nights, burning, frequent or scanty flow, leg pains or backache may be warning of functional kidney disorders — "Danger Ahead." Help nature eliminate excess acids and other wastes. Increase kidney output with BUKETS. Your 39c back at any drug store in 4 DAYS if not pleased. NOW at HARTMAN PHARMACY 29 N. Baldwin EL 5-3311

Social and Club Activities

Chi Omega Alumnae To Meet

On Sunday evening, Jan. 26, Pasadena Chi Omega Alumnae will gather at the La Canada home of their vice president, Mrs. John Willoughby for their annual purely fun party honoring their husbands.

Cocktails and music will begin the festivities at 6 o'clock, followed by a buffet dinner. To round out the evening of pleasure, Mr. and Mrs. Lee Hansen of La Canada will present their program "Around the World with the Hansens."

Assisting Mr. and Mrs. Willoughby as hosts will be Mr. and Mrs. Langdon Tannehill of Altadena; Mr. and Mrs. George B. Newhouse of San Marino; Mr. and Mrs. Gordon L. Harding of Arcadia.

Chi Omegas wishing to attend this party may call Mrs. Willoughby at SY 0-5981 or Mrs. Tannehill at SY 4-7472.

'Green Blackboard' Will Be Staged By S.M. PTA

"The Green Blackboard," a provocative play for parents and educators, will be presented to friends and members of the Sierra Madre PTA on Jan. 27, 8 p.m., at Sierra Mesa School cafeteria. Don Porter, well-known TV, screen and stage personality, will direct the play, which depicts the problems resulting from too much pressure placed on children to perform beyond their capacity.

Don Porter, better known to TV viewers as the "boss" in "Private Secretary," has just recently completed filming two motion pictures, "Gidget Goes to Rome" and "Young Blood Hawk," soon to be released by Warner Bros.

"The Green Blackboard" is from a series of plays entitled "Plays for Living," which are written for and sponsored by the Family Service Association. Mrs. Don Porter is co-chairman of this series. Both Mr. and Mrs. Porter are active participants in social service and public affairs in the San Gabriel Valley.

The cast for "The Green Blackboard" is provided by members of local Little Theater Groups. Dr. Jewell Haddock, Pasadena school psychologist, will be present to moderate the discussion which follows the play. You'll surely want to take advantage of this well-presented opportunity to better understand your children.

Hastings Guild for Cystic Fibrosis To Hold Meeting

The Hastings Ranch Guild for Cystic Fibrosis has a new group supplement its Guild.

Recently at a Mother and Daughter Tea the group was formed and will be known as the Hastings Ranch Junior Guild for Cystic Fibrosis. Mrs. Charles Harrison hosts the tea with the help of Guild President Mrs. Harold Tennacy.

The Junior Guild will consist of girls from junior and senior high school. The members are: Misses Robin Hardison, Randy Newhouse, Laura Stearns, Carol Carley, Midge Rowley, Marva Dickson, Cathy Grady, Leslie Dixon and Linda Eldson.

The girls' duties are to help staff the Bargain Cottage at 81½ Sierra Madre Blvd., Sierra Madre, on Saturdays and during the summer.

The regular meeting of the Hastings Guild for Cystic Fibrosis will be held Jan. 23. Hostess for this morning meeting will be Mrs. Matthew Slavin of Calvert Road, Pasadena. Mrs. Slavin will be assisted by Mmes. Robert Hunt, Dale Sandro and Jack Patch.

Jewish Temple Will Hear T.V. Star Mel Blanc

Mel Blanc, television's "Man of a Thousand Voices" and a "Thousand Laughs," will appear on Sunday evening, Jan. 26, at 7 o'clock, at the Pasadena Jewish Temple and Center, 1434 N. Altadena Drive, Pasadena, as third feature in the Lively Arts Forum. In a program designed for an audience from 8 to 80, Mr. Blanc, alias the "One Man Crowd," will portray and speak about his cartoon characters.

This Forum is open to the public. Ticket information may be obtained by calling SYcamore 8-1161.

Use the Classified Ads and turn Your Used Merchandise Into Cash

Shakespeare Club Luncheon To Be Held Jan. 28

On Tuesday, Jan. 28, at 1:30 p.m. Shakespeare Club will present Dr. Alonzo Baker, an authority on American and world affairs and professor of political science and international relations at the University of the Pacific at Stockton.

Dr. Baker, a fast-paced, humorous speaker will talk on "The War on Illiteracy in Latin America." Mrs. Alfred C. Alig is program chairman. Following the lecture there will be a social hour in the Stratford House honoring new members.

It will be an opportunity to become acquainted over a friendly cup of tea. Mrs. W. Hurst Lewis, is chairman and Mrs. Harold D. Wiener, membership chairman.

At the salad luncheon at 12 noon, over which Mrs. T. William Heidner will preside, new members Mrs. Gladyn Roper, Mrs. James W. Arrington, Mrs. J. Robert Roden and Mrs. Herbert Blair Hanger will be introduced by Mrs. Harold D. Wiener, membership chairman.

The travel department will present Miss Mary Gordon from TWA who will give an interesting demonstration of efficient travel packing. Mrs. Harvey H. Gunn, director.

Chris Fisher Wins Betty Crocker 1964 Homemaker Prize

Miss Christine Fisher, daughter of Mr. and Mrs. Frank Fisher of Sierra Madre, has been named the Homemaker of Tomorrow in the 1964 Betty Crocker competition. She achieved the highest score in a written knowledge and attitude examination given Dec. 3, 1963. She received a pin to signify her award and her test paper will be entered in competition for state honors.

The state Homemaker of Tomorrow will be awarded a \$1,500 college scholarship and will be named a national finalist.

Miss Fisher is Student Body president at Alverno Heights Academy, a member of the Press Club, and of the Sodality. She has entered the Lions Club speech contest during the past three years and won many honors.

Diana Deimel Representative For Niagara

Diana Deimel, well known resident of Sierra Madre for some time, now residing at 166 Vista Circle, has been chosen as the area representative for "Niagara," the new concept in body care, a method that has been developed to ease minor pain of the body.

Diana is available for home consultations for the individual or for groups or clubs. Contact her and congratulate her on her new position and make an appointment to hear about the "Niagara." For further information see the ad in his issue of the News.

Don Benito PTA Paper Drive To Be Held Feb. 8

Don Benito PTA will hold its second paper drive of the year on Saturday, Feb. 8. Papers should be tied securely and brought to the Hastings Ranch Loading Circle between 9 a.m. and noon.

Each child donating 36 inches or more of tied newspapers will be given a ticket to a color movie, "Friendship 7," with John Glenn. The movie will be shown one time only at 10:30 a.m. in the school cafeteria the same morning. Admission is 25 cents for children not bringing papers.

A classroom trophy will be awarded to the class bringing the most papers. If string for tying papers or pickup is required, call Kathy Hotchkin, 355-3002, on or before Feb. 7.

Alverno Heights Drama Club to Give Plays Jan. 25

The Drama Club of Alverno Heights Academy is presenting three one-act plays on Saturday, Jan. 25, at 8 p.m. The plays, "The Dabblers," "Romance of Willow Pattern" and "World Without Men" will be presented in the school cafeteria.

The school is located at 200 N. Michillinda, Sierra Madre.

Thursday, Jan. 23, 1964 SIERRA MADRE NEWS-5

DIRECT FROM CROWN CAFETERIA

VIOLET SCHRAM

Radio Program "Just For Fun"

STATION KTRM (1460)

Will be broadcast Tuesday, January 28th direct from the Crown Cafeteria 12:15 to 1:00 p.m.

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CROWN SPECIAL FOR THIS DAY FROM 11:00

FRIED CHICKEN

Includes Chicken, Cole Slaw, Potatoes, Roll & Butter, Choice of Desert & Beverage

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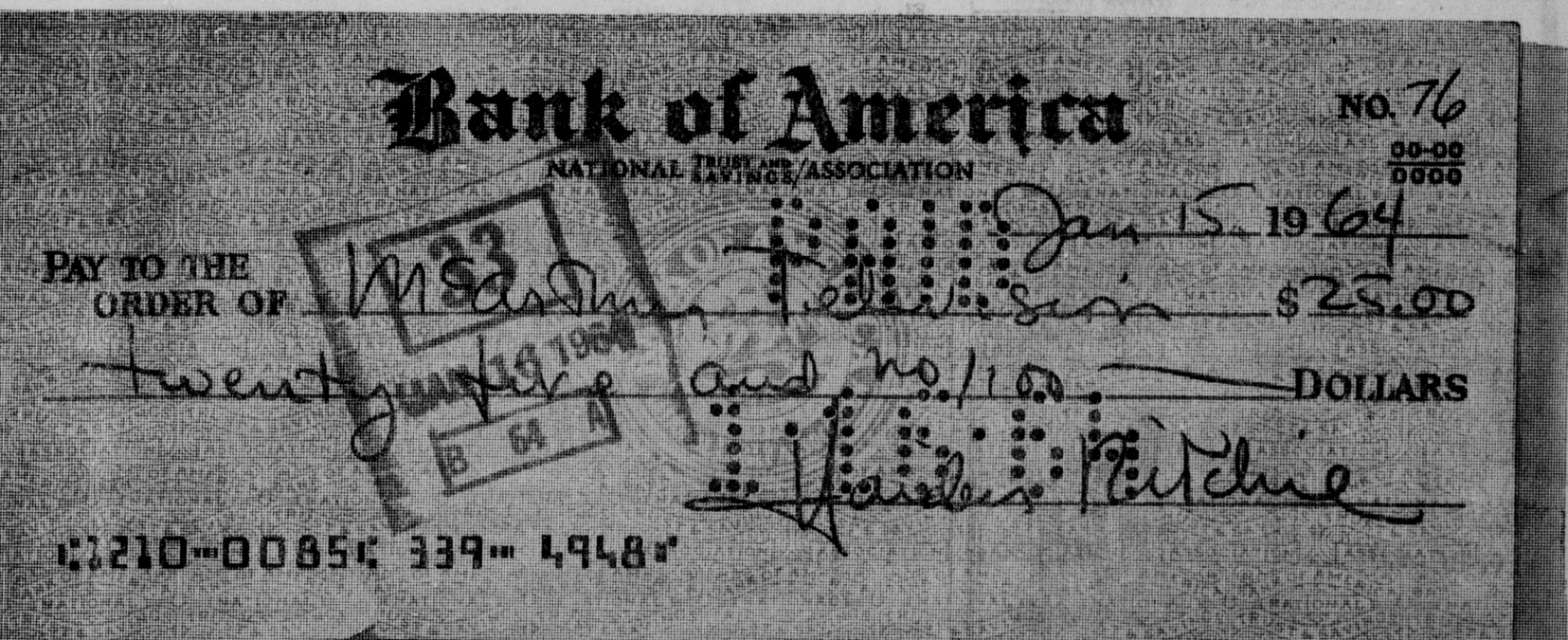
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BYRON HOPPER, Jeweler Expert gift consultant Growing with Sierra Madre 90 W. SIERRA MADRE BLVD. EL 5-3372	NORM'S GARAGE Our newest addition — Dyna-Moneter Tuning 22 E. MONTECITO EL 5-1146	SIERRA MADRE SHELL SERVICE 54 N. BALDWIN AVE. at MONTECITO "Free pick-up and delivery" EL 5-1726	YOUNGLAND'S San Gabriel Valley's finest dept. store for children 31 W. SIERRA MADRE BLVD. EL 5-1762	BLANCHARD'S WASH-RITE "You leave it — we do it" 158 W. SIERRA MADRE BLVD. EL 5-8431
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SIERRA MADRE PAINT & WALLPAPER Try us for — Service — Selection — Price 35 N. BALDWIN EL 5-3378	G-E-M PLUMBING "Just call and see how easy it is" 27 S. BALDWIN EL 5-0753 Repair — Remodel — Free Estimates	SIERRA MADRE CHAMBER OF COMMERCE Working for the people of the Community 71 NO. BALDWIN EL 5-7141	PLAZA SHOP "Ask Trudie" 39 E. MONTECITO EL 5-1495	HACKNEY TRAVEL ASSOCIATES 49-A S. BALDWIN AVE. EL 5-1438 "A complete travel service"



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69c lb. **98c lb.** **GROUND CHUCK 59c lb.** **GROUND ROUND 69c lb.**

GORDON'S FROZEN FISH STICKS **CORNON'S FROZEN BREADED SHRIMP** **ARMOUR STAR CORNISH HENS** **CENTER CUT HALIBUT STEAK**

14-OZ. PKG. **59c** **5-OZ. PKG.** **55c** **LARGE 20-COZ. SIZE** **69c ea.** **59c lb.**

Ralphs FRESH PRODUCE **APPLE FESTIVAL**

RED DELICIOUS GOLDEN DELICIOUS WINESAP MCINTOSH PIPPIN ROME BEAUTY **YOUR CHOICE** **9 LBS. 99c**

Ralphs DELI KITCHENS **RALPHS CREAMED, FARMER STYLE, CHIVE OR LOW FAT COTTAGE CHEESE** **QUART 49c SAVE 4c**

Ralphs DAIRY **RALPHS OLD FASHIONED ICE CREAM ½-GAL.** **SAVE 10c** **49c** **NORWICH ASPIRIN** **BOTTLE OF 100** **SAVE 21c** **29c**

SAVE 4c **35c** **VANILLA CHOCOLATE OR NEAPOULITAN STRIPPER OR PEPPERMINT STICK** **2 PINTS 25c** **COLONIAL DAMES HAND CREAM** **SAVE 4-OZ. 7c** **69c**

ADD TAX TO TAXABLE ITEMS. PRICES EFFECTIVE THURSDAY THRU SUNDAY, JANUARY 23, 24, 25 & 26

WAYS at Ralphs

211 E. Foothill Blvd. at 2nd Ave., Arcadia

Open Daily 9 A.M. to 10 P.M.; Sundays, 9 A.M. to 9 P.M.



guess who
Put up a rooftop t.v. antenna
yesterday

We told him to wait awhile! We showed him that most of the area above Grand View was nearly completed and suggested that he let us take care of this television problems.

Net Results as follows --

One Rooftop Antenna	\$ 75
Doctor's Bill	\$ 50
Loss of wages	\$500
Television Reception?	Still Lousy

Don't get all wrapped up in television problems like our friend did. Make it your business to visit our business which is --

CABLE TV

OFFICE HOURS DAILY

8 A.M. TILL 5 P.M.

SATURDAYS -- 8 A.M. TILL 12 NOON

Applications Available after these
hours at

SIERRA MADRE NEWS OFFICE

9 Kersting Court

6 A.M. TO 8 A.M. -- 5 P.M. TO 6 P.M.

SATURDAYS TILL 2 P.M.

There's More To See On CABLE TV

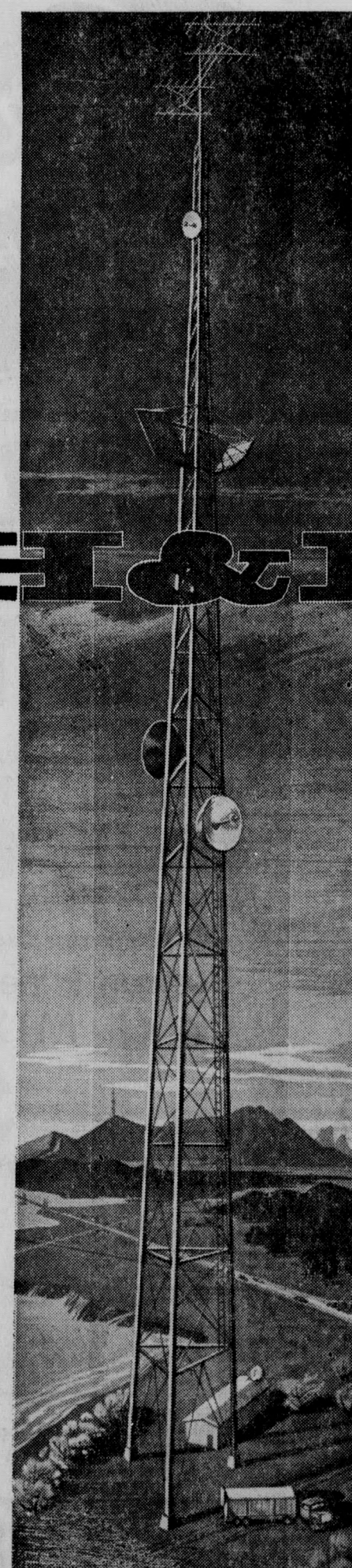
—SO—

You'll Be Seeing
More
During 1964

**SIGN YOUR APPLICATION
TODAY!**

H&B

AMERICAN
CORPORATION

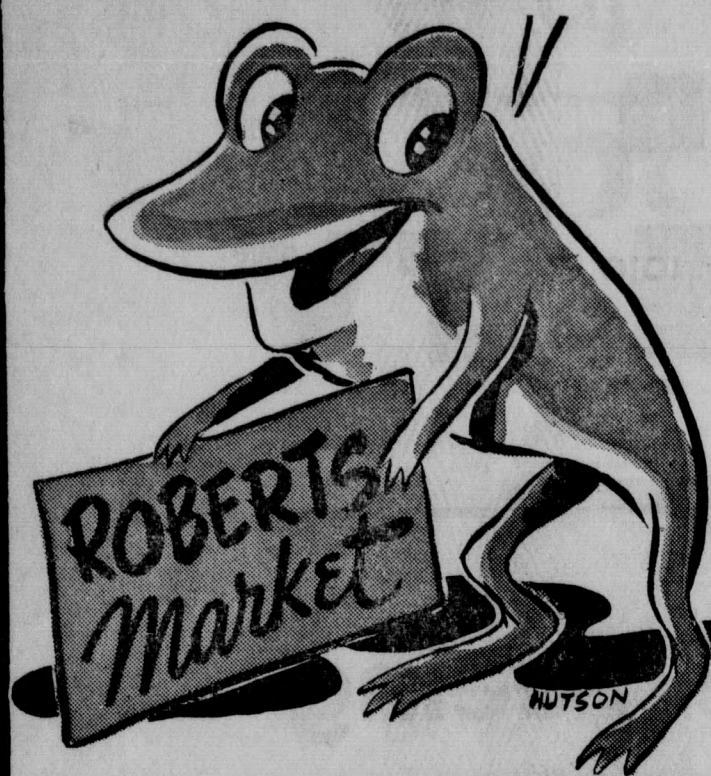


**Foothill TV
Cable Co.**

38 North Baldwin Ave.

356-1702

**STRETCH YOUR
FOOD DOLLARS
WITH THESE**



**FEBRUARY FIRST
IS THE LAST DAY
Big Bonus Offer
MELMAC**



**DINNERWARE
4-Pc. Place Setting**
Cup, Saucer, Salad Plate & Dinner Plate
Choose Either of
Two Beautiful Patterns
♦ Wild Rose ♦ California Wheat

A \$3.98
Value

\$1.49
(with each \$10 purchase)

Accessories available
to complete your
set!

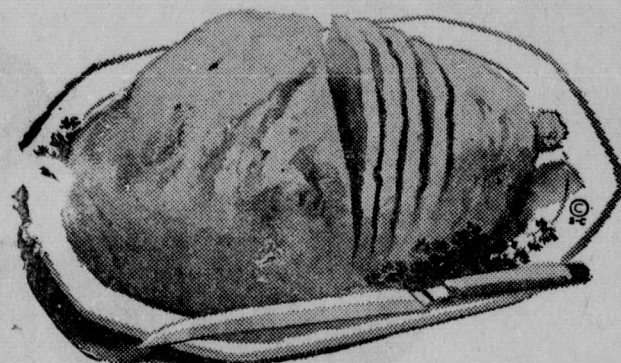
Will give
years & years
of service!

At Roberts Market Only



ABOVE PATTERN IS GOLDEN YELLOW AND TOAST BROWN
Expires Saturday, February 1st

Thrifty Values!



U. S. D. A. Choice -- Tender

**LEG O'
LAMB** WHOLE or HALF **63**¢ lb

Large Loin
LAMB CHOPS **89**¢ lb

Small Loin
LAMB CHOPS **105**¢ lb

Pin Bone
LAMB CHOPS **53**¢ lb

Lean Delicious
LAMB PATTIES **35**¢ lb

Fresh Lean
**GROUND
ROUND** **79**¢ lb

Ocean Garden
FROZEN FRESH
SHRIMP
8-OZ. NET WEIGHT

Fresh Tender
**CUBE
STEAKS** **119**¢ lb

Wilson "Certified"
Lean Sliced
BACON **55**¢ lb

59¢ Pkg

Ready To Bake
**HAM
LOAF** **89**¢ lb

"Large Enough
To Serve You
Small Enough
To Know
You!"

Prices Effective
Wed., Jan. 22 thru
Sat., Jan. 25



PRODUCE PARADE



Full O' Juice
Valencia
ORANGES **10**¢ lb

Sweet Juicy
D'Anjou
PEARS **2** lbs. **29**¢

Fresh Tender
ARTICHOKES
3 FOR **29**¢

Extra Fancy Sweet
GREEN PEAS
2 lbs. **29**¢

FROZEN FOOD SPECIALS



POTATO PUFFS **6** FOR **\$1**
8-OZ. PACKAGE

ONION RINGS **3** FOR **\$1**
7-OZ. PACKAGE

SARA LEE CAKES
CHOCOLATE SWIRL
APPLE DANISH COFFEE

69¢ ea

**SWANSON'S TV
3 Course Dinners**

LB.
TRAY

79¢



Fine Foods
Prepared Fresh
Daily In Our
Own Kitchen

Roberts

Homemade
**MANDARIN-
COTTAGE CHEESE
SALAD**

LB.
CUP

45¢

Rocky Mountain
SLICED
SWISS CHEESE

5-OZ.
PKG.

29¢

Rod's
DRESSINGS

ASSORTED
8-OZ. JARS

3 FOR **\$1**



Campbell's
**TOMATO
SOUP**

10 FOR **\$1.00**



SCOTTISUE
Assorted Pastel Colors

4 ROLL
PKG.

3 FOR **\$1.00**

**Duncan Hines
CAKE MIX**

White
Yellow
Devil's Food

18 1/2-OZ.
PKG.

35¢

**Skippy -- Cream or Chunk Style
PEANUT BUTTER**

18-OZ.
JAR

59¢

**Green Giant
NIBLETS CORN**

12-OZ.
CAN

6 FOR **\$1.00**

Tomato Catsup **SW**

14-OZ.
BOTTLE

19¢

Chili With Beans Gebhardt's

15 1/2-OZ.
CAN

29¢

Uncle Ben's Long Grain
and Wild

Rice Mix

SERVES
FOUR

59¢

White King D

King Size

4 LBS.
10-OZ.
PKG.

89¢ NET

Tomatoes Springfield

28-OZ.
CAN

4 FOR **89**¢

Baby Food Heinz
Strained

4 1/2-OZ.
JAR

6 FOR **59**¢

SEGO Liquid Diet Food
Serve Cold

ASSORTED
FLAVORS
10-OZ.
CAN

3 FOR **79**¢

Pard Dog Food

Swift's

LB.
CAN

6 FOR **89**¢

3 YEARS SUBSCRIPTION FOR THE PRICE OF AND ONE **FREE** 2

FOR A LIMITED TIME ONLY
AND ONLY ONCE THIS YEAR SPECIAL

\$10⁰⁰

- WILL SAVE YOU \$10.00
- WILL GIVE YOU A \$20.00 VALUE
- 3 YEARS OF READING PLEASURE

Regardless of when your paper is due For \$10.00 it will be extended 3 years from the date and you have one year's subscription to send to any friend, member of the family, serviceman or school student.

If you paid your Subscription in December . . . You're eligible. Just bring in or send in another \$5.00 and the name . . . You will get 2 more years and your friend one.

EXTRA SPECIAL

FOR ANOTHER
\$10.00

YOU CAN SEND THE PAPER TO
4 FRIENDS FOR 1 YEAR EACH.

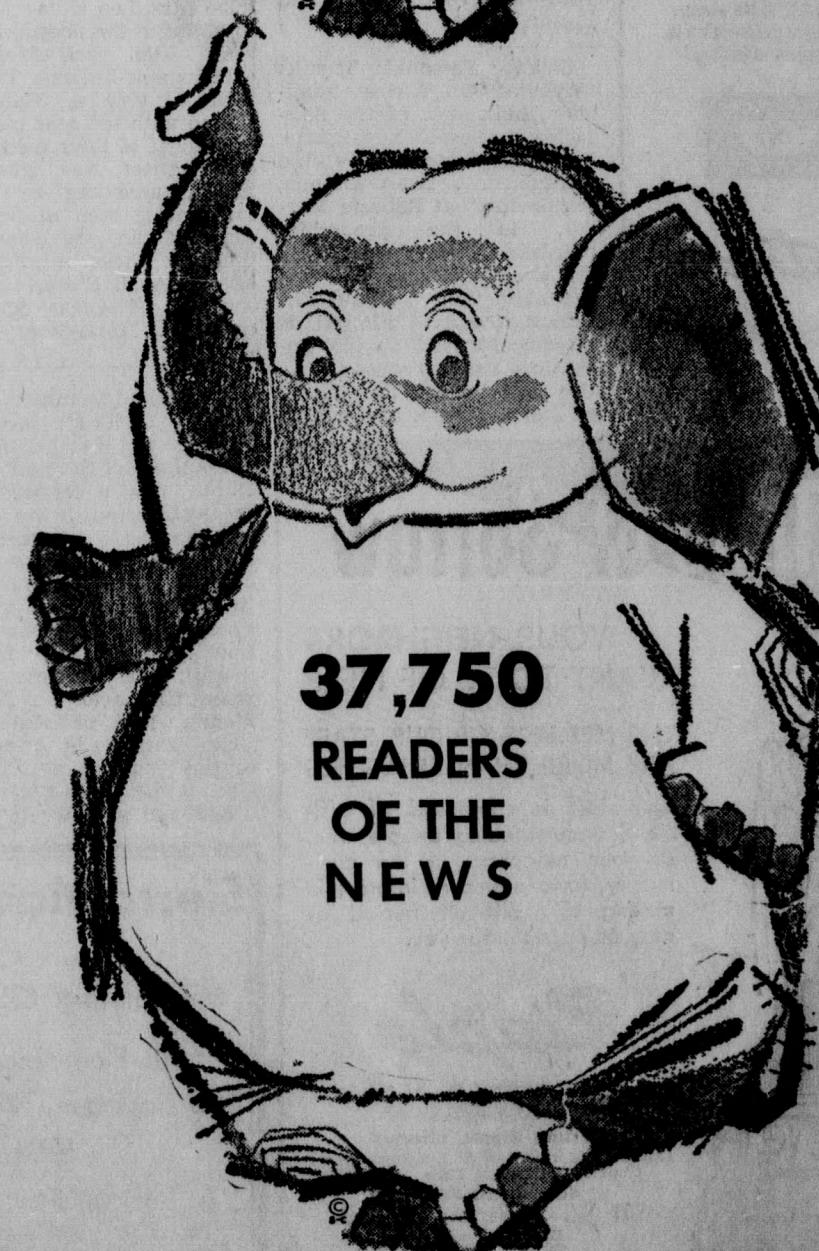
ACT NOW!

WHEN WE REACH 650 WE'RE DONE
FOR THE YEAR.

Sierra Madre News

BOX 37

355-3324





Doug McMann

REFLECTIONS
OF A MAN
ABOUT TOWN

Last week while adjusting the ribbon on my unsuspicious typewriter the presses were rolling on this up and coming gazette. R. Robert "Carrot Top" Evans, our alert editor and publisher, is a country boy who is up and at 'em before the chickens have figured out what day it is. So, it looks like yours truly will have to go back to "Daylight Saving Time."

Somebody ought to tell that sweet little old lady (and she's not from Pasadena) that the holidays are over. The gayly colored Christmas lights on her modest Sierra Madre domicile are still burning brightly.

An irate motorist was forced to stop his over-worked jalopy at an intersection behind a stalled car driven by a prim matron. The traffic sign said "Yield." So naturally the irate motorist yelled, "The sign says 'Yield,' lady, not 'Give Up!'"

Movie Double Bill of the Week: "Bachelor Flat" "The Haunted House"

Now I have no bone to pick with violets, as such, just the street-corner vendors of these delicate posies. These chaps hold a fist full

of the flowers with a sign that reads, "Violets 39c." But when you stop to make a purchase, you're handed one measly bouquet that wouldn't even make the grade as a boutonniere.

Remembers the good old days when one cigarette manufacturer advertised "Reach for a Lucky Instead of a Sweet." The patient confectioners have been bidding their time. You can bet they'll be admonishing what is left of the smoking public to "Reach for a Sweet Instead of a Sunko." And I suppose chapters of Cigarettes Anonymous will be springing up all over the country.

POET'S CORN
See here, Your Honor, Samuel Yorty, Cut out being so doggoned snorty.

A plumbing firm in northern California has announced the formation of a "Birch John Society."

Moviegoers have to well fortified these days when they attend their favorite cinema palace. The flickers are running longer and longer. Take for example "Lawrence of Arabia" and "Cleopatra." Running time on these celluloids runs four hours. And some theatres, now that "Bank Night" passes, show a second feature with these over-long films. Viewing much-publicized extravaganza featuring the exploits of the "Temptress of the Nile" the other evening, I saw one patron walks in with a box lunch and a thermos of coffee.

Daffynition — Diplomat: A man who thinks twice before saying nothing.

Jean and Henry Pines, owners of the Uptown Theatre, should write a book on their experiences in the theatre business. Recently a patron at their movie emporium reported the loss of his wallet to Mrs. Pines. She told him she would have the maintenance crew look for his billfold at the end of the evening's performance. The lost article was found so Jean called him and reported the good news. When he came to the theatre to pick up his wallet, he offered her a \$5 reward. She of course told him she appreciated his kindness but could not accept his generosity. Several weeks later he returned and offered Mrs. Pines \$10. He had been to Las Vegas, played the \$5 on a lucky number and came up with the \$10.

Observation: There are two ways to put a finish on your car — lacquer and liquor.

Strictly Personal: Thanks to Frank Van Winkle, handsome belleranger of the Sierra Madre Search and Rescue Team, for those mighty kind words . . . Dean Damon, major domo at Roberts Market, is the proverbial "Walking Man," is probably the chap who invented perpetual motion . . . Paul Enteline, the avid nimrod, is looking forward to the upcoming fishing season . . . the Bill Deleys, newcomers to Sierra Madre, are mighty

Villa Views

By

Toni Maurin

SYcamore 7-9634

I just think it so nice of the government body to do this investigation on cigarettes and give us all of the facts this way. It is bound to have some interesting effects on society. First place, people who smoke have always known that it was a fool thing to do, but now it borders on insanity. You know full well that the whole world is not going to give up cigarettes or start smoking cigars. I look for restrooms of restaurants and bars to have a real smog problem as people sneak in to "NOT" smoke. It will probably give the exhaust fan business a real shot in the arm for a few months.

I have one friend who has conquered her habit very nicely. After days of suffering through the first pangs of withdrawal and weeping at the batting of an eye, she solved her problem and satisfied her hankering for nicotine by taking up cigars. Of course, she said, "it kind of threw the ladies' bridge club into a cocked hat," and her husband wanted to know if she was entertaining a gentleman friend in his absence.

I figure all the cigarette manufacturers have to do to salvage their declining stocks is to promote a law that would make it illegal to smoke, and the traffic would be terrific. Look at what an easy time all of these kids have getting the dope and pep pills they want!!

We continue to get new and charming people in our area. Some of our new hillites are Dr. and Mrs. Paul Narocowich and their three children, Nancy who is 13½; Joel, 12, and Gary, who is almost 7. They built a perfectly beautiful house at 1460 Old House Road. Not only is the house lovely to look at, but when they moved in their swimming pool was full and their entire yard was magnificently landscaped. Marilyn says, "Of course, we don't have our furniture, but it is nice to look at the yard." Believe me, with a home like theirs, the furniture couldn't add a thing.

Dr. Narocowich needs little introduction in these parts, as he has been practicing dentistry in Sierra Madre for some time.

Their two oldest children, too, have had their share of public introduction by virtue of the fact that they have both been on the Sierra Madre Swimming Team.

Joel has recently acquired a new hobby. He is the owner of two homing pigeons, which should soon be set free to develop their talents. Happen to see any birds looking around lost, you may route them back up this way.

Mrs. Charles Schram chose last Saturday for her morning coffee party to introduce Mrs. Leo (Eva) Majlich to some of the people in our area. Mrs. Earl Monteforte acted as co-hostess. The ladies chose a Valentine theme with red and pink for the motif of their party and each guest was given a heart name tag to better familiarize each other with some of the new names on the hill. Those invited were Mmes. A. J. Huber, George Amthor, Charles Klingerman, P. Montgomery, Ben

proud grandparents . . . the Dennis Gilchrist are still rooting for Occidental despite the fact that daughter, Diane, now a school marm in Costa Mesa, is no longer on campus . . . memo to Carl Hansen, our town's exclusive auto magnate, I'd like a spin in that vintage Ford in your showroom . . . Don Jackson, the fashion mogul, is a one-time Hollywood film actor . . . Harry Moore, lord of the Bella Vista Terrace, is a devotee of the gourmet set.

See you next week.

A. Rogers, Arthur Gutierrez, John Park, Ernest Maurin, John Eppard, Paul Narocowich, Joseph Koernigen, Joseph Hopkins, Martin Kirwan, William Gasler, G. F. Moynahan, Dominic Gianregorio, Arthur Kay, Kenneth Gardiner, John Griffith, Paul Siechert, Richard Fox, John Davidson and John Biggar. They served petite sweet rolls with coffee and little goodies for their refreshments.

More newcomers to the hill are Mr. and Mrs. Philip F. Shepherd and their two sons, Jeffrey, who is 16, and Douglas, who is 14. They have built a wonderful split-level home at 2070 Villa Heights Road. It is up in that marvelous wooded area at the end of Sierra Madre Villa and each room has a panoramic view. Leslie says it must have been in the path of the skunks' regular run and they have dubbed it hiway Skunkie 6. Every night the fragrant little group goes trotting by as large as life and twice as confident.

I should say they have a three-level house, with their living quarters on the top two levels and their hobby room down below. After this spring, the hobby room also will be partitioned off for shower rooms for the pool they will build along about May.

Mrs. S., or Lesley to her friends, is an enthusiastic gardener and already is getting their landscaping well started, which includes plans for a large putting green toward the front. They both enjoy golf, so this will undoubtedly put them in the expert class.

Mr. Shepherd, in addition to golf, rarely misses a week of tennis, and is a do-it-yourself hi-fi bug. He had the whole house wired, including the showers, for his hi-fi music. By profession, he is vice president of Circle Seal Manufacturing Company.

And down in Pasadena Glen at 1790 Old Grove Road we have another very interesting family. They are Mr. and Mrs. Alfred A. Powell (she is Arnella to her friends) and their four children, Al who is 11; Mike, 10; Cindy, 8, and Becky, who is 4. I had a delightful talk with her the other day about children and life in general. She has recently acquired a real estate license and has affiliated on a part-time basis with the M. M. Clark Company. Before they moved to this area she had her own nursery school. She is a young woman who keeps herself busy and one who thoroughly enjoys her children.

Her husband, too, is a busy man. He is a route salesman for restaurant supplies in the daytime, and by night he is a talented musician. He has a little combo which is called the "Allen Powell Trio," and I understand they really play up a storm. He plays bass and trombone, but it perfectly at home with any brass instrument. Matter of fact, he gives a limited number of lessons in brass instruments.

Might I add my welcome to those of the neighbors to these three new families on the hill?

Music Lovers Please Note

Margaret Schaper, music director at Bethany Church, Mr. Sam Kirk and other choral conductors of this area are participating in a special program of the Guild Choral Conductors of the coming Sunday. Dr. Howard Swan, chairman of department of music, Occidental College will conduct the choir of the Guild in a performance of Norman Della Joia's Psalm of David next Sunday afternoon, Jan. 26 at 4 p.m., Pasadena Presbyterian Church. Robert Pritchard will accompany the work on the organ.

Sierra Madre Plumbing Co.

EL 5-7272

15 Kersting Ct. Across from flag pole

All Plumbing and Heating Repairs

Stoppages, Water Heaters, Disposals

Fixtures on Display

Pipe, Fittings, Valves, Faucets

Toilet Seats

See you next week.

LEGAL NOTICE

CERTIFICATE OF BUSINESS
FICTITIOUS FIRM NAME
THE UNDERSIGNED do hereby certify that they are conducting a convalescent hospital business at 10188 Sunland Blvd., City of Sunland, County of Los Angeles, State of California, under the fictitious firm name of "Sunland Manor" Convalescent Hospital and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:

International Diversified, Inc., 3540 Shadow Grove Road, Pasadena, California 91104.

WITNESS my hand this 27th day of December, 1963.

(SEAL) By Larry R. Westcott, President

STATE OF CALIFORNIA

COUNTY OF LOS ANGELES

On this 27th day of December, A.D. 1963, before me, a Notary Public in and for said County and State, personally appeared

Larry R. Westcott, known to me to be the person who executed the within instrument, known to me to be the person who executed the within instrument, on behalf of the Corporation, therein named, and acknowledged to me that such Corporation executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year written in this certificate first above written.

H. Clay Reavis
Notary Public in and for
Said County and State
My Commission Expires
February 19, 1967
Publish Sierra Madre News
Jan. 2, 9, 16, 23, 1964

35032
Sierra Madre News, The
NOTICE OF SALE OF REAL
PROPERTY AT PUBLIC
AUCTION
(Sale No. 85-A)

Office of the Tax Collector of
the County of Los Angeles, State
of California

WHEREAS, the Board of Supervisors of the County of Los Angeles pursuant to the provisions

LEGAL NOTICE

of Division 1, Part 6, Chapter 7 of the Revenue and Taxation Code of the State of California, adopted a resolution approving the sale of property hereinafter described; and

WHEREAS, there is filed in my office written authorization for said sale under the hand and seal of the State Controller, to sell said property; and

WHEREAS, the minimum bid for each parcel is Ten (\$10.00) Dollars;

THEREFORE, public notice is hereby given that unless the said property is redeemed as provided by law, I, HAROLD J. OSTLY, Tax Collector of the County of Los Angeles, will, commencing February 24, 1964, at the hour of ten o'clock A.M., and continuing from day to day in the office of the County Tax Collector, 225 North Hill Street, in the City of Los Angeles, offer for sale and sell at public auction to the highest bidder, the following described real property:

Parcel No. 536, Tract No. 913, Lot com at most w. cor. of Lot 70 Tr. No. 2456 in E 26 ft. of most w. cor. of Lot 56 ad tr. NW ¼ of SE line of Tr. No. 238 th NE ¼ of Lot 22 2/3 to beg. Part of Lot A. Assessed to Aubert R. Johnson, Location — Vicinity of Canyon Crest Dr. & Churchill Rd. Sierra Madre City.

Parcel No. 909, Tract No. 13854, N 25 ft. of E 154 ft. of Lot 6, Assessed to John A. Lovelock, Location — Vicinity of Auburn & Grand View Aves., Sierra Madre City.

The foregoing described real property is located in the County of Los Angeles, State of California.

For information as to the amounts necessary to redeem, provided the right to redeem has not previously been terminated, apply to HAROLD J. OSTLY, County Tax Collector, 225 North Hill Street, Los Angeles 12, California.

If redemption of the property is not made according to law before the first bid is received, the right of redemption will cease.

Prospective purchasers should obtain detailed information on this sale from the County Tax Collector.

Dated this 17th day of

LEGAL NOTICE

January, 1964.
HAROLD J. OSTLY,
Tax Collector
Publish Sierra Madre News
Jan. 23, 30, Feb. 6, 1964

NOTICE INVITING BIDS
The City Clerk of the City of Sierra Madre will receive sealed bids for certain pipe line work, said work involving approximately sixteen hundred feet (1,600) of 6" O.D. water pipe plus other appurtenances up to the hour of 10:00 a.m., Thursday, February 6, 1964, at which time they will be publicly opened and read in the Council Chambers of the City Hall, 55 West Sierra Madre Blvd., Sierra Madre, California. The bids will be presented to the City Council at 8:00 o'clock p.m., February 11, 1964. Inspection of the site will be on January 29, 1964, at 10:00 a.m.

Specifications, Bid Proposal, Special Provisions and Plan are available at the office of the City Clerk where copies may be obtained.

The City of Sierra Madre reserves the right to reject any and/or all bids, to waive any informality in any bid and to hold all bids for a period of 30 days for purposes of examination and comparison.

A bid bond, Cashier's Check, or certified check in the amount of 10% of the bid shall accompany all bids. All bids shall be submitted on the Bid Proposal sheet furnished by the City.

The bidders are notified that the general prevailing wage for the area has been ascertained by the City Council by Resolution No. 2038 to be that of the Southern California Master Labor Agreement for the Construction Industry and pursuant to the statutes of the State of California, no bid shall be accepted or paid for all labor on the above project.

L. Marie Warfel, City Clerk
Publish Sierra Madre News
January 23, 30, 1964

Case No. 6320, 6321, 6322, 6323, 6324

NOTICE TO OWNERS OF DEFECTS IN BUILDING, AND OF PUBLIC HEARING BEFORE THE SIERRA MADRE

LEGAL NOTICE

CITY COUNCIL, TO DETERMINE WHETHER SAID DEFECTS SHOULD BE ABATED.

TO: Case No. 6320, Hugh A. Warden, 139 W. Bonita, Sierra Madre, Calif., sub-standard location, 610 Woodland Drive.

Case No. 6321, Carl D. & Susan B. Sidle, 225 Sturtevant Drive, Sierra Madre, Calif.; sub-standard location, 81 W. Mrs. Monte St. Suffolk St.

Case No. 6322, Carl H. Hartman, 60 Suffolk St., Sierra Madre, Calif.; sub-standard location, 61 Suffolk St.

Case No. 6324, Floy Hickman, 67 Windsor Lane, Sierra Madre, Calif.; sub-standard location, 87½ Windsor Lane.

YOU ARE HEREBY NOTIFIED that the building/s/ owned by you situated in the City of Sierra Madre, State of California, located at (see above list) has been examined by the undersigned Building Official of the City of Sierra Madre, and that said Building Official has found same building/s/ to be UNSAFE, as defined by Section 203 of the Uniform Building Code 1961 Edition as adopted and altered by Section 7100 of the Sierra Madre Municipal Code, by the following defects:

Portion(s) of structure(s) are sub-standard in construction, electrical and/or plumbing.

YOU ARE FURTHER NOTIFIED that a Public Hearing will be held before the City Council of the City of Sierra Madre on Tuesday, the 28th day of January, 1964, at the hour of 8 p.m., in the Council Chambers, 55 West Sierra Madre Blvd., Sierra Madre, California. At which time and place, the City Council will hear the owner/s/ and any other interested person/s/ and will determine whether said building/s/ or said structure/s/ to be unsafe, as defined by said Section 203, as amended, and whether same shall be ordered abated by repair, re-

habilitation, demolition, or removal, in accordance with the procedure prescribed in said Section.

YOU ARE FURTHER NOTIFIED that if the City Council shall determine at said hearing that said building/s/ or structure/s/ is unsafe, further proceedings will be taken under said Section 203 to compel you, as the owner/s/, to make the required repairs or to demolish or remove the buildings, and that if you fail to do so within the time stipulated, you will be in violation of the law, and the City Council may order the Building Official to proceed with the work of repair, demolition or removal and the cost thereof shall be levied as a Special Assessment against the real property on which said building/s/ is situated and shall be collected in the same manner as provided in the collection of Special Assessments.

BOYD SMITH
Building Official of the
City of Sierra Madre
Dated 17th day of
January, 1964

Publish Sierra Madre News
January 23, 30, 1964

THERE'S MORE TEA DRINKING PLEASURE FOR YOU, YOUR FAMILY AND FRIENDS

with BIGELOW'S
"Constant Comment"
LARGE TEA OF TEA BAGS

the famous delicious blend of fine TEA with ORANGES and SWEET SPICE

an original product of R. C. BIGELOW Inc., Norwalk, Conn.

Roberts Market
Incorporated
14 E. SIERRA MADRE BLVD.

Ford Wins Motor Trend's "Car of the Year" Award

January 8: Motor Trend magazine's "Car of the Year" Award goes to an engineering breakthrough! It honors all the '64s from Ford "For engineering advancement in the concept of Total Performance, proven in open competition."



Thunderbird, Falcon, Super Torque Ford, Fairlane (reading counterclockwise); winners of Motor Trend's "Car of the Year" Award

Here's what the Motor Trend Award means to you...

This coveted citation salutes Ford's unique total performance—the skillful blending of power and handling, balance and cornering ability, swift acceleration, stronger, surer braking power and, above all, tireless durability. These are the things you want in your car. Now you know where to find them!

The editors of Motor Trend, America's largest general automotive magazine, watched Ford's total performance in open competition . . . saw competition-modified Fords win every 500-mile stock car race in the last year, saw Ford-built engines end an era at Indianapolis and sweep the sports car circuits.

Then they drove the 1964 Fords, Falcons, Fairlanes and Thunderbirds and discovered how the lessons of open competition have helped breed into them a new kind of total performance for the open road, for your kind of driving. And then they made their award!

The "Car of the Year" Award is an impressive testimonial, but see for yourself—take the wheel of a '64 from Ford. These cars speak for themselves with their ease of handling in a supermarket parking lot or their greater stability on a rain-slicked blacktop.

Before you buy any new car this year, test-drive total performance in a Solid, Silent Super Torque Ford, now hundreds of pounds more car than anything in its field. Try America's only total performance compact, the Falcon V-8, totally new, totally compact. Or, any of the '64 Cars of the Year from Ford!

TRY TOTAL PERFORMANCE FOR A CHANGE!

FORD

FALCON • FAIRLANE • FORD • THUNDERBIRD

That's Total Performance!

SEE THE 1964 TOTAL PERFORMANCE CARS AT

Carl Hansen Ford

Sierra Madre's Authorized Ford Dealer

Complete Sales & Service

EL 5-2321

120 W. Sierra Madre Blvd.

In Time of Sorrow

YOUR NEIGHBORS WANT TO BE OF HELP

THE MEMBERS OF OUR STAFF ARE MORE THAN EMPLOYEES

Our staff is composed of efficient, understanding people who, as your neighbors in the community, have a sincere interest in making this difficult period as easy as possible for you.

Ripple MORTUARY

Stirling Ripple, Director
Dignified Service — Sympathetic Help
Understanding in Time of Need
Serving All Faiths
201 W. Sierra Madre Blvd.
EL 5-3414

Sierra Madre Plumbing Co.

EL 5-7272

15 Kersting Ct. Across from flag pole

All Plumbing and Heating Repairs

Stoppages, Water Heaters, Disposals

Fixtures on Display

Pipe, Fittings, Valves, Faucets

Toilet Seats

Editorially Speaking....

"Men ought always to pray, and not to faint."—
Luke 18:1.

Politics In Action!

Due to this year being an election year, and the continuous population explosion in California, we find that people of Sierra Madre are continually in need of contacting those in political office, therefore we submit this partial list of those holding political offices, that you may clip and save for future reference. State Assemblymen will be published at a later date.

STATE OFFICES

Governor
Edmund G. (Pat) Brown (D), State Capitol, Sacramento
Lieutenant Governor
Glenn M. Anderson (D), State Capitol, Sacramento
Secretary of State
Frank M. Jordan (R), State Capitol, Sacramento
Controller
Alan Cranston (D), State Capitol, Sacramento

Treasurer
Bert A. Betts (D), State Capitol, Sacramento
Attorney General
Stanley Mosk (D), Library and Courts Bldg., Sacramento
Superintendent of Public Instruction
Dr. Max Rafferty (NP), Education Bldg., Sacramento
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Albert S. Rodda (D), 4081 State Capitol, Sacramento
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Hugh P. Donnelly (D), 953 Sierra Dr., Turlock
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Fred S. Farr (D), P.O. Box 3305, Carmel
Stephen P. Teale (D), P.O. Box 8, West Point
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William "Bill" Symons, Jr. (R), Laws
Vernon L. Sturgeon (R), 1026 Chorro St., San Luis Obispo
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Alvin C. Weingand (D), San Ysidro Ranch, Santa Barbara
Howard Way (R), P.O. Box 221, Exeter
Robert J. Lagomarsino (R), 675 E. Main St., Ventura

STATE SENATORS
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John A. Murdy, Jr. (R), 1623 W. 17th St., Santa Ana
Eugene G. Nisbet (D), 200 E. 13th St., Upland
L. M. "Lee" Backstrand (R), 3620 Market St., Riverside
Thomas M. Rees (D), 1673 Waynecrest Dr., Los Angeles
Aaron W. Quick (D), 713 State St., El Centro
Jack Schrade (R), 108 11th St., Del Mar
(D) Democratic 27; (R) Republican 13; Total 40

Centreville, Md., Record-Observer: "Careless littering is a national problem, but must be attacked on a unit level, with each county responsible for its own. Each piece of paper or can tossed aside is one more eyesore. It would be so easy to place this trash in a container for disposal."

Rosholt, S. D., Review: "First they were hungry, so we prepare to feed them. Now they are thirsty, so we will have to give them drink. In the first case it was wheat — now the Russians say that their vodka supplies are mighty low and they want to buy our potable alcohol — so they won't lack their favorite drink . . . In the case of the Russians, we wonder what will happen when the communists are driven to sample the vodka of free enterprise."

Corvallis, Ore., Gazette-Times: "We have grown too careless about protecting our birthright. And we lose our freedoms just as easily through internal corruption as through external aggression."

Loup City, Nebr., Times: "Even though women often wear tennis outfits when they can't play, and ski suits even when they can't ski, they sure mean business when they put on a wedding dress."

Sierra Madre News

Published every Thursday at 9 Kersting Court, Sierra Madre, California, Los Angeles County, Post Office Box 37, Telephone ELgin 5-3324 or 5-3325.
The Sierra Madre News, Official Newspaper of the City of Sierra Madre is declared a Newspaper of General Circulation for the publication of legal notices, as defined by Section 4400 of the Political Code of the State of California, in the Superior Court of Los Angeles County August 19, 1958. Adjudication Decree Number 404,796.
A First Class Newspaper entered as Second Class Matter at Sierra Madre Post Office October 2, 1958, under Act of Congress of March 3rd, 1879.

R. Robert Evans
Peggy L. Evans } Editors and Publishers

Jody Beavers Classified Advertising Manager
Frederic Schweppe Plant Superintendent
George Maurer Typesetting Foreman

NOTE—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent those of the News.
Letters addressed to the editor of the News are welcome, however, they must be signed with correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published.
Subscription Rates: In Los Angeles County — \$5.00 per year. Elsewhere in the United States \$5.50 per year. Foreign Countries, Air Mail, Second Class, priced upon Application. 10 cents per single copy.



FREEDOM

At Any Price

By H. V. Witty

"A Real Fairy Tale About the Wheat Deal" by Ruth Montgomery ran first in Hearst newspapers across the country on October 14, 1963. This parable, reprinted below, has stimulated more enthusiasm among readers than any similar piece in recent years. Several congressmen already have quoted it in their newsletters and "Freedom At Any Price" hopes that those readers who have not yet read the parable will be similarly impressed.

And there was a famine in the land. And patriarch Nikita Khrushchev, who was not a God-fearing man, looked around for a way to save himself and his Communist clan.

Now when Nikita saw that there was wheat in America, he said unto Gromyko: "Some capitalist dreamer has stored up surpluses against the lean years, which are now upon us. Get you down thither and buy for us from thence, that we may live and not die."

And Gromyko said unto the patriarch: "But what if our brothers the Americans remember that they said you would bury them?"

Khrushchev spoke harshly, say he had already sold some of his favorite comrades into Siberian bondage for less back-talk than that, and for Gromyko to hurry and get himself thither without further gabbling.

The patriarch then loaded Gromyko's sacks with gold, so he could bring back that which the Communist system had failed to produce. And Gromyko took some of his comrades and went to the land of plenty, and the governor over all the land was John, the many-coated son of Joseph P.

Now this was the same young man to whom Gromyko had sold a bill of goods exactly one year previously, by claiming that patriarch Nikita was putting into defensive weapons and agrarian reformers in Cuba. And lo, even as Gromyko spoke thus, aerial spies dispatched by John, the son of Joseph P., were spotting missile installations in the island to the southward.

Now Gromyko pondered on those things as he went hat in hand to Gov. John, but he did not bow down before him with his face to the earth.

After all, his bags were loaded with gold which the Communist patriarch had given him to buy capitalist friendship and grain.

But John, remembering the former treachery, said unto Gromyko: "Whence come ye? Ye are spies, to see the nakedness of the land ye are come."

Gromyko, maintaining an unbowed head and straight face, replied: "Nay, my lord, but to buy food are thy servants come. We are true men; thy servants are not spies."

—Hearst Headline Service

WINTER VACATION COMING UP?
be sure to take a Kodak Camera



KODAK Matormatic 35F CAMERA
Winds film . . . sets lens . . . keeps flash handy!

Completely automatic way to enjoy 35mm precision! Spring-driven motor advances film automatically . . . keeps you set to shoot. Outdoors, electric eye sets exposure automatically — assures a good shot, every shot. Indoors, the built-in flash pops up at a flick of your finger . . . and the lens adjusts itself as you dial the distance. Come in, and let us show you.

Camera with pop-up flash

\$119.50

See our Kodak Colorama of "The Ballet School"

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Rexall Pharmacy
RELIABLE PROFESSIONAL PHARMACISTS
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OUT OF THE COBWEBS

10 Years Ago: 1954
THE FOREST RANGER

"He guards our earth"
He's a man of the woods at heart, or he wouldn't have picked such a lonely job. You can't expect to see many people or movies or ball games when you choose the life of a Forest Ranger. You have your radio, your books, and in the summer there'll be a few vacationers to say hello to. But mostly you go it alone — just you and your family in a small house in the middle of a great tract of land which the American people have placed in your care.

They hand you a piece of many thousand square miles of soil and grass, so many rivers and lakes and mountains. And they tell you: "Look after it. Don't let it die or burn or wear out. Be the doctor and lawyer and nursemaid and fireman and engineer and business manager for this piece of the living American earth."

We in America like our men of progress and our men of change. But we also honor the conservers — those men who preserve without change the things that are worth saving. Some are men of law, and some are men of faith, and a few are men OF THE WOODS AT HEART, living in lonely cabins, guarding our irreplaceable earth.

Sierra Madre's Fightingest Man
None other than our own Don Jackson. He has taken part in most of the recent major battles and invasions in the South Pacific. He went through the Tarawa campaign, was given a rest period and returned for clean-up of Saipan Island. His mother, Mrs. E. L. Jackson, 55 Auburn, received a picture of Don following the Saipan affair and she says he looked rather thin and, of course, had a several days' beard.

30 Years Ago: 1934
John Leo Tolstoy Woehler (New Head of Kiwanis)

As the Kiwanis International convention opened in L.A. this week, announcement was made that President William J. Lawless would tender his resignation. The directors are said to have unanimously agreed upon Dr. John L. Woehler, vice president, as the successor of Mr. Lawless.

It was good to be a Kiwanian this week, for the justifiable pride that comes to one belonging to the world renowned service institution was dramatically and eloquently expressed at the International convention of the organization which concluded on Wednesday at L.A.

40 Years Ago: 1924
February 1
Machine Age Was Developing?

Abraham Lincoln emancipated thousands of slaves, but the modern steam laundry has emancipated millions of women from the drudgery and muss of washing.

Are you one of those women? If so, tell your neighbor what a burden we have lifted from your shoulders. If not, ask your neighbor about it. We have one of the most modern and up-to-date plants in the country — Monrovia Laundry.

March 28, 1924
Sierra Madre —
From Farm to City
For Sale: Laying hens; 33 W. Montecito; Mrs. Tope.

50 Years Ago: 1914
Medicine-Health
Sugar as a surgical antiseptic

It has long been known that sugar was a disinfecting and preventive agent. The fact is even said to have been mentioned by Galen. But it is rather novel to learn from La Revue that an eminent German surgeon, Dr. George Magnus of Munich, who is famous as a traumatologist, recommends it strongly as a dressing for wounds. All saccharine sub-

stances are good, but pure cane sugar or beet sugar is best. It's disinfecting and sterilizing qualities are excellent.

Where love and skill work together, expect a masterpiece.

Carrot Top
need to say more?

The left-handed pitcher in baseball for a long time was generally considered an odd-ball. Left-handed children suffered taunts from their schoolmates for their unusual method of writing. Left-handed sportsmen and craftsmen have had to cope with equipment designed for right-handed people.

As in the case of the weather, nobody seemed to do much about it.

Now, however, comes a leftie who says "taint right," and intends to do something about it. He is Robert T. Cowles, an Alabama printer, and he is organizing "The Left-Handed Association of America." At present he's the only member, and, of course president. But he's after the 21 million people he estimates eat, write, and work best from the port side. Some of his aims: redesigned tools, watches, guns, can openers and such, and a research into left-handedness . . . what causes it and what can be done about it, other than live with it.

We sympathize with Mr. Cowles and hope he makes some progress. And for our part we hasten to assure our readers that his advocacy on the left has nothing whatsoever to do with the current ideological attack on the extreme right . . . see you around I hope, I hope, I hope.

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Thursday, Jan. 23, 1964 SIERRA MADRE NEWS—11

Letters to the Editor

I may not believe in what the man says, but I will defend to my death his right to say it.—(similar words of Voltaire)

Dear Editor:
Thank you for your front page tribute to our "Iron Reindeer" in Sierra Madre News for Jan. 9. They did a splendid job promptly delivering the heavy Christmas mail.

We are presently afflicted with a blind conformity to a flabby, socialistic welfare state. Anyone who dares praise self-reliant private enterprise risks being labeled conservative or worse.

This is particularly true in transportation. Political empire builders are doing their utmost to starve the unassuming "Iron Reindeer." Subsidized non-rail

transport offers much greater opportunity for spendocratic liberality with our tax dollars.

Very respectfully,
—K. FRITZ SCHUMACHER
Former Santa Fe "Rail"

Dear Editor:
This ought to get a laugh somewhere, but I've got to speak in favor of the skunks. Not that I don't like dogs, or people, either. But a skunk is one of nature's quietest, least destructive little creatures, and is out waddling around at night just trying to make a living. He uses his weapon only in defense, never offense, of fensive as that defense may seem.

Our dog learned her lesson years ago, and though we often see skunks at night in our neighborhood, we haven't smelled one for months. Besides, Mr. "636," they'll clean the cutworms out of your lawn, and keep small rodents out of your back yard better than your dogs can.

—MARGARET ANTHONY

Dear Editor:
The Vehicle Code states: "Every pedestrian upon a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection shall yield the right-of-way to all vehicles upon the roadway." Further: "No person shall stand in a roadway for the purpose of soliciting a ride from the driver of any vehicle."

A pedestrian crossing at an intersection should use good judgment in occupying the crosswalk and not do so when it would cause a motorist undue hardship in stopping his motor vehicle. Pedestrians should cross only at marked crosswalks or intersections. This is solely for the safety of the pedestrian. It should be clear that if a pedestrian crosses at other than an intersection or marked crosswalk he or she must yield right of way to vehicles.

Close attention and courtesy on the part of motorists and pedestrians will produce fewer accidents.

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Equalizaion Bd. Receives Increase For Sierra Madre

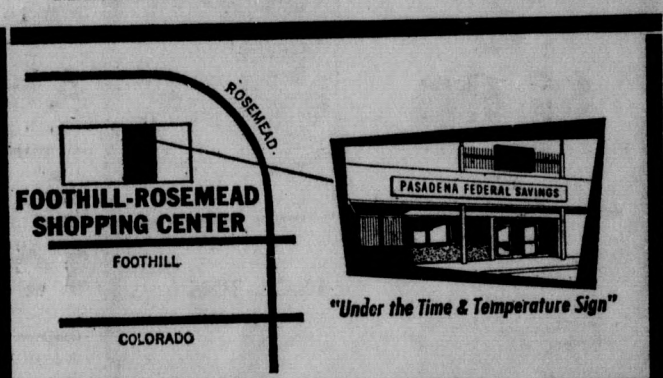
Cities and counties received \$69,280,731 during the final quarter of 1963 from local sales and use tax distributions, it was announced today by Richard Nevins, Southern California Member of the State Board of Equalization. This sum, which resulted primarily from third-quarter sales, was 9.3 percent higher than that distributed during the comparable period of 1962.

The cities received \$54,102,022 as their share of the one per cent levy; the counties, \$10,730,195; and the City and County of San Francisco, \$4,448,514. Los Angeles County and its cities received \$27,754,362, or two-fifths of the total.

Nevins noted that distributions totaling \$39,668,700 in the eight southernmost counties in California were 8.8 per cent above those of a year earlier. Aggregate city and county allocations to all eight counties showed increases ranging from 5.4 per cent for San Diego to 15.6 per cent for Orange. The increase for Los Angeles County was 7.8 per cent.

The amounts received by Sierra Madre was \$12,987. An increase of 19.1 per cent.

—MARGARET ANTHONY



MOST CONVENIENT!
4.8% CURRENT ANNUAL RATE
4 DIVIDEND PAYMENTS YEARLY
PASADENA FEDERAL SAVINGS
EAST PASADENA: 3617 E. Foothill Blvd.
DOWNTOWN: Green at Los Robles.



you'll flip, too.

The savings on a Gas clothes dryer are terrific. Take installation. You save a small fortune. (Other kinds of dryers can cost as much to install as they do to buy!) Take operating cost. Gas dries clothes for less than 2c a load. (Other kinds cost four times as much!) How about speed? A recent test proved Gas dryers faster than any other kind! With a Gas dryer, you finish washday fast . . . fresh. The topper? Gas dries clothes soft, fluffy, as airy as can be. Why not zip down to your dealer's or Gas Company showroom? See the trouble-free, money-saving, fast Gas dryers now. You'll flip.

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16-OZ. TINS
7
FOR
\$1.00



16-OZ. TINS
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\$1.00



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3
FOR
\$1.00



16-OZ. TINS
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\$1.00



Bordens Real
MAYONNAISE QUART **49¢**

Sunsweet
PRUNE JUICE QUART **39¢**

Extra Large
WESSON OIL 38-OZ. **49¢**

Hunt's Large 2½ Tins
TOMATOES 4 FOR **\$1.00**

Hunts TINS 8-OZ.
TOMATO SAUCE 13 FOR **\$1.00**

Macombers 24-OZ. BOTTLES
APPLE JUICE 4 FOR **\$1.00**

Dial Complexion
SOAP 4 FOR **39¢**
Plus Tax

Carnation Solid Pak
ALBACORE TUNA **29¢**

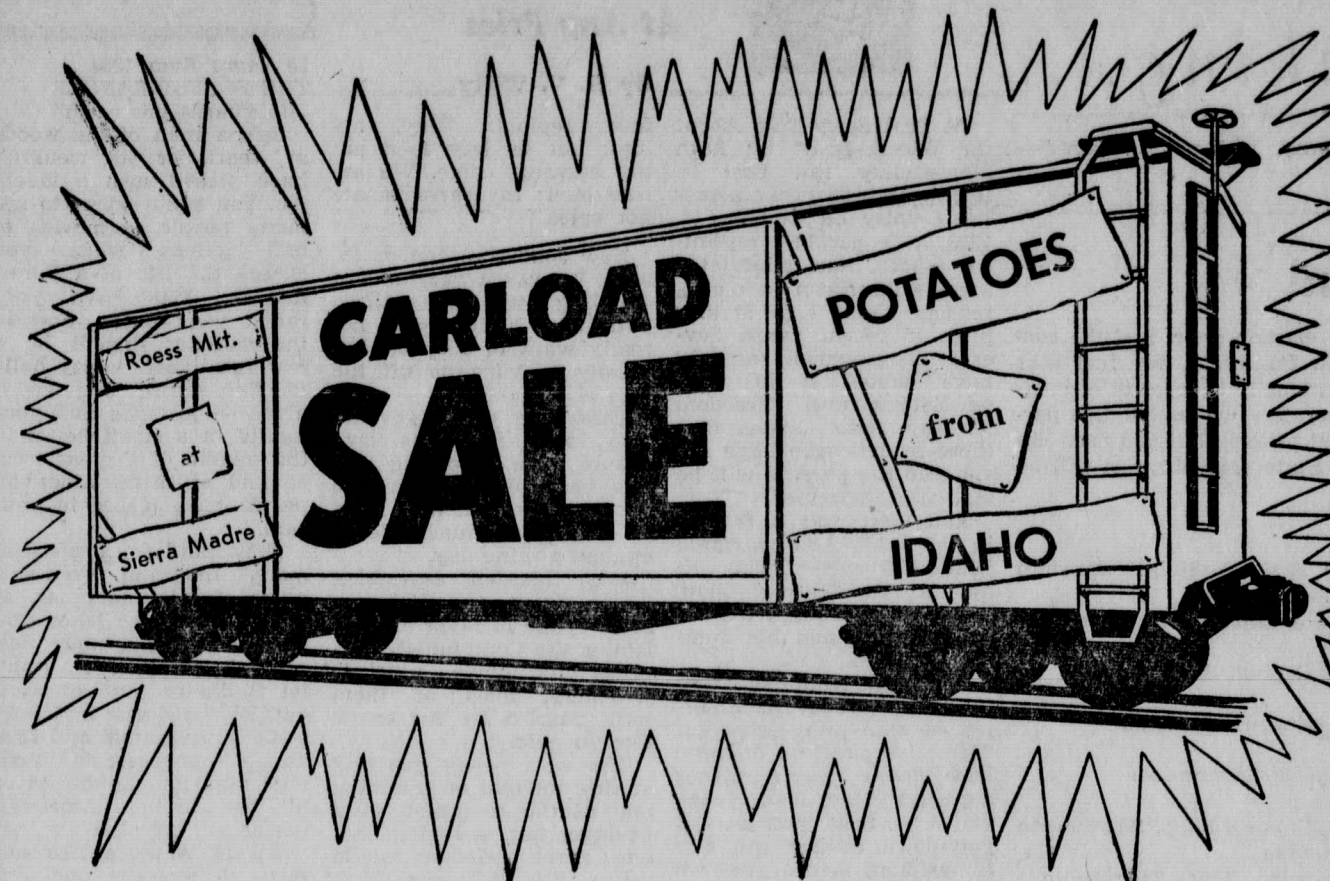
Nescafe 6-oz. jar
INSTANT COFFEE **89¢**

Pet TALL TINS
MILK 7 FOR **\$1.00**

Sego
DIET FOOD 4 FOR **\$1.00**

MINUTE RICE 14-OZ. **39¢**

Nabisco POUND PACKAGE Save 10c
OREO COOKIES **39¢**



Prices effective Jan. 22 - 25, Wed. thru Sat.

U.S. No. 1 Idaho Russet
POTATOES 8 POUND CELLO BAG **29¢**

Extra Fancy Baking Size
IDAHO RUSSET POTATOES 5 lbs. **29¢**

Fancy Idaho
BROWN ONIONS 3 lbs. **19¢**

Sunkist
Navel ORANGES 10 lb. **10¢**

Green Tender
BROCCOLI 2 lbs. **25¢**

Be Sure and See
Jack Stolle's Special
Potato & Onion Display
He promises a good supply

Thick Meat
BANANA SQUASH 4 lb. **4¢**

ROESS QUALITY MEATS

MANNINGS CHOICE STEER BEEF SALE

AGED TENDER BROILING STEAKS

NEW YORK STEAKS
OR
NEW YORK STRIP
\$1.98 lb

TOP SIRLOIN
STEAKS
\$1.59 lb

SPENCER STEAKS
OR
RIB EYE ROAST
\$1.69 lb

PORTERHOUSE
STEAKS **\$1.19 lb**

T-BONE
STEAK **\$1.15 lb**

Top Quality -- Name Brands
SLICED BACON **55¢ lb**

Kentucky -- Country Style
PORK SAUSAGE ROLL **69¢ lb**

Veal -- Pork -- Beef
MEAT LOAF **59¢ lb**

Lean -- Boneless
STEWING BEEF **79¢ lb**

FROZEN FOOD

SWANSON MEAT PIES Save 17c
Beef Chicken Turkey **4 FOR 89¢**

MINUTE MAID 6-OZ.
GRAPE JUICE **7 FOR \$1**



8-OZ. 14-OZ.
3 FOR \$1.00 **53¢ ea**



Leaf or Chopped
2 FOR 29¢
Save 10c

ROESS MARKET

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